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Headlinese

On the Grammar of English Front Page Headlines

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Symbols

S = subject

V = verb

V_n = non-finite verb

O_d = direct object

O_i = indirect object

C_s = subject complement

C_o = object complement

A = adverbial

H = noun head

DMi = the Daily Mirror

T = The Times

HL = headlinese

CC = the common core

/ shows when one deck ends and another begins

Ø = zero

* indicates unacceptable construction

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SZTE Egyetemi Könyvtár SZEGED

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1. Introduction

1.1 Why study headlines?

We may safely assume that newspapers have more readers than any other kind of written text.[1] We may also assume that in the newspapers it is the headlines that have the highest readership for while it is improbable that people will read an article without first scanning its headline, the reverse may often be true. Considering the great number of people who read newspaper headlines every day, and who are thereby exposed to their potential linguistic influence, it is surprising that this variety of language has been so little studied. Apart from handbooks for journalists which give practical advice on how to write headlines, only a few books and articles exist that treat headlines from a linguistic point of view (see 2.1-7).

Garst and Bernstein (1963), Assistant Managing Editors of The New York Times, suggest that the language of headlines, like that of the sonnet, is subject to rules. They claim that both varieties have as many standards to meet and requirements to fill, the headline having the important additional requirement of visual form. The difference between the sonnet and the headline lies in the end-result: in one case it is beauty, in the other utility. The view that the language of headlines is governed by its own rules is shared by several other authors.[2] Knowledge of what these rules are, is, however, still inadequate. The present study is an attempt to describe some aspects of the grammar of headlines.

1.2 Block language

Halliday (1967) mentions that headlines and other display languages have their own 'economy grammar', which is dictated by the simultaneous requirement of communicative effect and ex-

treme brevity. Languages which may be described in terms of this 'economy grammar' belong to BLOCK LANGUAGE. This term was coined by Straumann (1935) who defines it as the type of linguistic utterance which occurs in telegrams, book-titles, diaries, advertisements, recipes, dictionaries, catalogues, and other tabulated materials, on placards and posters, on labels and in headlines, etc.[3]

Block language frequently consists of grammatical units lower than the sentence, for example of just one dependent clause or a noun phrase, each functioning independently as in:

When Bean
meanz
business..

Today's Weather

Another characteristic of block language is the heavily modified noun phrase. Such a noun phrase may have to communicate a fairly complicated idea, as in the following headline where it summarizes the adjoined article:

India House death
bid case dropped

Accusations of attempted murder and conspiracy to abduct staff from the Indian High Commission in London last month were dropped against a 15-year-old Pakistani boy at Bow Road juvenile court, East London, yesterday, and lesser ones substituted.

Without previous knowledge of this incident, several interpretations of the headline are possible. In block language, the context provides important clues for a correct understanding of the message.

Another feature of block language is the omission of words of low information value, such as the articles and the finite forms of the verb be:

Explosion plot
alleged

Several readings are possible here, for example An/the explosion plot is/has been alleged.

1.3 Headlines and the common core

The language used in headlines, whatever its linguistic form, will be referred to here as HEADLINESE. This term appears in a journalistic hand-book as early as 1933 (Garst and Bernstein 162-3), where it is used in a rather pejorative sense, as a synonym for "strange speech that corrupts good English". The ending ese denotes in some words "a strangely peculiar style, a negatively characteristic jargon" (Marchand 1960:225-6), for example Johnsonese, journalese, telegraphese, cablese, officialese. No value judgement of the correctness or aesthetic qualities of headlinese is made in Straumann (1935) or Arnold (1969). Similarly, in the present study, the term 'headlinese' will be used to denote simply the language used in headlines.

As headlinese is regarded as a variety of language, it will not be examined purely on its own terms but in relation to the total language system of which it is an integral part. Crystal and Davy (1969:42) suggest that this can be done by "assuming a 'variety-less' or 'normal' or 'unmarked' set of grammatical structures which accounts for features which occur with similar frequency and distribution in all varieties of the language". The relationship between this grammar of COMMON CORE features and varieties (1, 2, 3...) of the language might be illustrated by a system of intersecting circles, as in Fig. 1. The shaded area indicates the set of grammatical characteristics that occur with similar frequency and distribution in all varieties of the language. The areas outside the dark zone represent those features which are characteristic of Varieties 1, 2 etc.

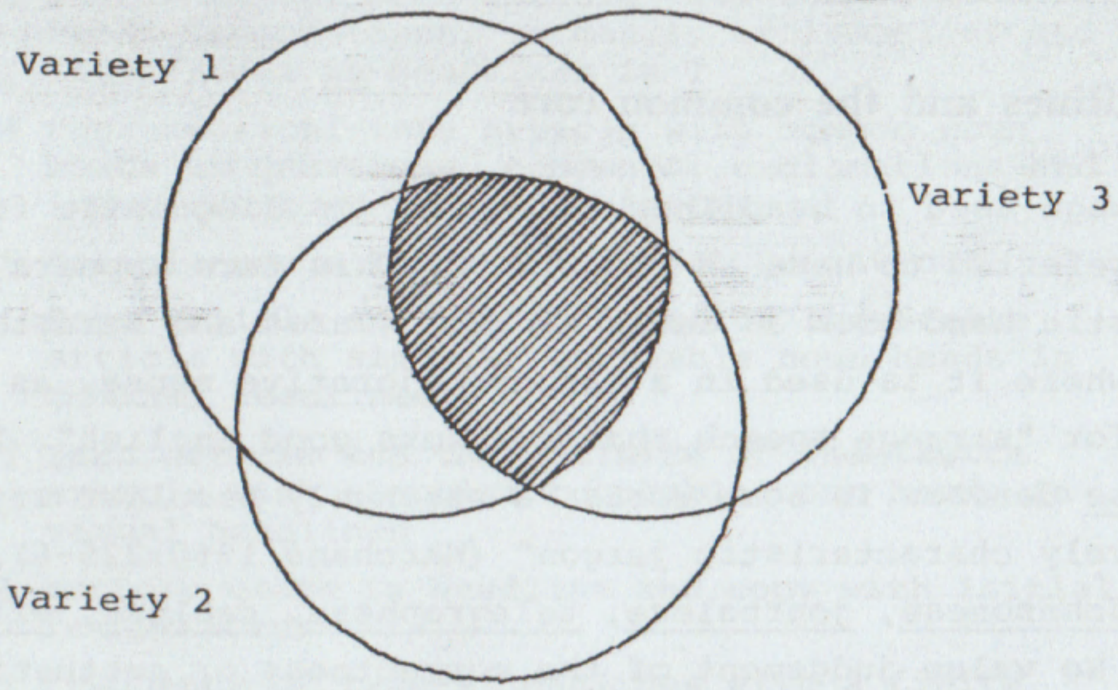
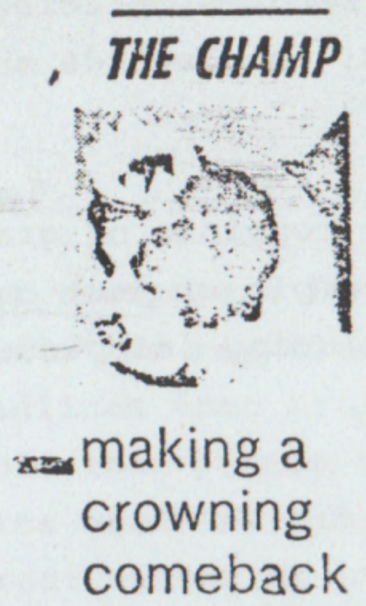


Fig. 1 The relationship between the common core and language varieties

1.4 Headlines and decks

For the purpose of setting up a classification of headlines, an unambiguous definition of 'headline' is required. No such definition is known to exist. The word headline seems to be used more or less intuitively (also in linguistic studies of headlines). Here HEADLINE will be used in the following manner: A headline is set in a size and style of type which is different from the following running text. It consists of one or more DECKS, which also differ typographically from one another. Compare for example the following headline on p 44: Mayoress hurled to death over cliff /Car falls 130 feet/ Town councillor found in the wreckage. This headline is split up into three decks indicated by the roman numerals I-III. The decks are independent functional units. A deck may consist of one or more sentences, complete or incomplete (in terms of the common core), or a unit smaller than the clause, as well as of sentences and smaller units. The deck is usually not split up by any part of the text or by any display element. Nor is it usually written in more than one size and style of type. When such a deck does occur the typographically different parts do not function independently. The following headline is exceptional in that its

one deck consists of two typographically different parts: The champ and making a crowning comeback. The two parts are also interrupted by a picture:



In popular usage, a deck is normally referred to as a headline for example each of the three decks of Mayoress hurled... etc. mentioned above. This usage will be adopted here, unless the term 'deck' is required in order to avoid misunderstandings.

For practical reasons it is, obviously, difficult to give a correct representation here of the typeface of the headlines used as examples. The form of the headlines (see 4.1) will, however, be identical with that in the original paper in having the same number of lines containing the same words. Capitalization will also correspond to that of the original headline. The whole of the headline will be given even if only one of its decks is being discussed.

1.5 Function of headlines

Apart from typographic restrictions (see 4.1-3), the language used in headlines is determined by the functions it has to serve. A primary function of the headline is to split up the body of text on a page and to make it easy for the reader to find the news he is interested in. To the extent that headlines summarize the news, a perusal of the headlines will give him a good idea of the news in the paper. Another important function of the headline is to evoke interest. One device to attract

the reader's attention is to set the headline in large type. Once the headline has caught the reader's attention, the message has to be expressed in such a way as to make people read the article or, if the paper is on a newsstand, to make them buy it.

The headline may be a neutral summary of the news item. Such a headline which "boils the gist of the story into a terse sentence" (Arnold 1969:92) is called a SUMMARY HEAD:

> Dr Kissinger talks of
> progress after
> meeting Mr Smith

The headline summarizes the following article:

> Dr Kissinger, Mr Smith and Mr Worster met in Pretoria last night in an attempt to find a peaceful solution to the Rhodesian problem. A few hours earlier, the American Secretary of State had talks only with the Rhodesian leader. He said later that he thought Mr Smith had reacted favourably to his proposals.

Another type of headline seeks to arouse and suspend curiosity by telling the reader little or nothing about the story. It only gives one interesting or sensational aspect of the news item. For this kind, the CONNOTATIVE HEAD, humour and play on words are favoured devices. A typical example of such a headline is the following:

> Lightning Lil
> loses sparkle

The article is about a jewel thief called Lightning Lil who ended her 'glittering' career at the Old Bailey.

2. Previous work

As mentioned in the introduction, very little has been written about the language used in headlines. The most important of the few existing linguistic studies of headlines are the following.

2.1 Straumann

Straumann (1935) traces the development of the headline from the first newspaper headline of September 2, 1622, in the Weekly News, through the French Revolution and Napoleonic Wars, the Indian Mutiny, the Boer War and the Great War. The beginning of the text below, Two Great Battailes Very Lately Fought, on the front page of the Weekly News is regarded by Straumann as the first headline. It gives the nucleus of one of the most frequent types of modern headlines in that it consists of a nominal followed by a semi-variable (for this term, see below). There is also a tendency to superlativism in the words great and very lately used with the purpose of attracting the reader's attention. Finally, the news item itself is of a sensational character:

> Two Great
> Battailes
> Very Lately Fought
>
> The one betweene Count Mansfield and Don Cordua the Spanish Generall,
> since his arrival in Brabant wherein Don Cordua was defeated,
>
> And the Duke of Brunswicke behaved himself most valiantly, having three Horses slaine under him.
> The other, between..., etc.

Straumann finds practically no visible chain of development in the grammatical formation of headlines, at least not before

the twentieth century. The headline disappeared during some periods but was introduced again in times of great events such as wars. The importance of newspaper headlines gradually increased, and the headline has been in continuous use since the end of the Boer War. Even the typographically more 'conservative' papers such as The Times, in which headlines only rarely appeared, started to use them.

Straumann's study of headline English, which he was the first to call block language (cf 1.2), is undoubtedly pioneer work. His approach was to treat the language of headlines as an autonomous language. Almost all established grammatical terminology is rejected, as he finds the conventional system of grammar impossible to use for a description of block language. He largely discards the usual procedure of grammatical analysis, that is, describing and classifying within the framework of the traditional categories of morphology, syntax and semantics. Instead his research is directed towards finding purely formal and positional characteristics, as a means of description and as criteria for a congruent classification. In his classification he makes use of the terms 'neutrals', 'nominals', 'verbals' and 'particles'. Neutrals may reveal themselves as nominals, verbals or particles. The first section of his classification contains words in their common form, i.e. without any endings. An example of this section (1) is:

Call For A Sane Government

In the following sections he arranges them in (2) s-forms:

Countess Dies

and in (3) variables, semi-variables and invariables. Words of the same type as sink, sank, sunk are termed variables, for example:

Stole Three Shillings

Words inflected like lose, lost are semi-variables:

Shot By His Wife

Words like set and cut are invariables:

Let Wilson Decide

The classification is further arranged in (4) d-forms:

Killed On Way To Visit

and (5) ing-forms

Teaching Oxford Blues To Fly

Section 6 contains ly-, er- and (e)st-forms:

Early To Work

Higher Atlantic Fares Likely

The Worst Over

Constructions with how, if, that and wh- particles are found in section 7:

How The Affair Occurred

In 8, the last section, headlines containing punctuative or other typographical means are included:

When Does A Man Cease To Be 23?

Women Must Wear Trousers!

Word-groups which contain more than one kind of word-forms have their place determined by the word-form which comes last in the sequence of sections.[4] Such terms as 'initial', 'intermediate' and 'final', 'pre-', 'post-' and 'inter-nominal' or 'verbal' are used in the analysis by position following the analy-

sis by form. The 38 sub-sections are further classified into 144 groups. These groups are then arranged in 235 sub-groups. The importance of position may be illustrated by the difference between what is conveyed by the headline:

Steamer Sunk

i.e., news that a steamer has been sunk, and:

Sunk Steamer

i.e., news about a steamer that is already known to have been sunk.

Here Straumann finds Jespersen's categories of 'junction' and 'nexus' convenient (1924:116). After classifying according to form and position he considers the possible functions of the forms. Lastly he makes an entirely different, semantic analysis by considering the headline in its actual context of situation and general cultural background.

A serious drawback of Straumann's classification is that it is carried out without regard to "ordinary grammatical categories" which prevents us from relating headlinese to the common core.[5] Nor does Straumann tell us if he finds only one or two odd examples of a particular headline structure or whether the structure is very frequent. Still, this is the most comprehensive study on the subject.

2.2 Sobotka

Sobotka's work (1951) is one of two unpublished dissertations on newspaper headlines that appeared in 1951. The author gives the following reason for not distinguishing between English and American headlines: "Da sich also allgemein diese beiden Idiome wieder einander näherkommen, sehe ich kein Hindernis, die Sprache in den Schlagzeilen der Zeitungen beider Länder gleichzeitig zum Object einer Untersuchung zu machen" (p 6). About

40 different English and American newspapers and magazines are studied. The main part of the work is devoted to enumerating some conspicuous features of the language of headlines. Sobotka also pays some attention to the frequent use of short words in headlines. The words may be abbreviations, for example jet for jet plane, sleeper for sleeping car, phone for telephone, or synonyms of longer words, for example kin, for relatives, blast for explosion, and laud for praise. The preference for short words and aberrant usage in headlines is attributed to the need for brevity in heads. Sobotka concludes that the language of headlines, in which he expects new linguistic surprises to come, is very different from the rest of the language. His statement is, however, based on intuition rather than facts.

2.3 Wächtler

Kurt Wächtler's unpublished thesis from 1951 consists of three parts: one dealing with the informal vocabulary of newspaper texts, another with the syntax of headlines (a summary of which is available in Wächtler 1953), and a third whose topic is the informal style in Time and Newsweek. In contrast to Sobotka, Wächtler restricts his investigation to headlines in American newspapers and magazines. According to him, the journalist's need for brevity, simplicity and informality gives rise to syntactic peculiarities which are even more pronounced in American than in British headlines. Wächtler discusses abbreviated constructions ('gekürzte Konstruktionen'), which are required by the restricted space in which a headline has to be set. The editor omits verbs, subjects or function words like and, a/n/, the, auxiliaries and pronouns. American headline writers are considered to be more liberal in their omission of prepositions than their British colleagues. Also, Wächtler believes that, as a rule, the conjunction that is missing, as in:

LEOPOLD SAYS ( ) STATE MUST DECIDE RETURN

The author divides verbless constructions into genuine verbless

constructions ('echte verblose Konstruktionen') in which the verb is not left out, since there simply is no underlying verb, and verbless constructions (verblose Konstruktionen') which can be completed by a verb. He gives the following examples of genuine verbless constructions:

WHAT A MESS!

WHAT NEXT?

ON AGAIN?

SO LONG, ED

To distinguish between these two types of headlines is not always easy and to base a classification on this distinction seems hazardous since no sufficiently explicit definitions of the two types are offered.[6] Nor is a single example given of a verbless construction.

Wächtler also notes headline constructions without subjects:

ENDS HIS LIFE AT U.S. SHRINE

Another characteristic of newspaper headlines mentioned by Wächtler is the use of attributive nouns. Since there is no formal indication of their modifying function other than position, ambiquity may arise, as in the interpretation of

ANDOVER COLONEL

Like Straumann, Wächtler analyzes such constructions in terms of nexus and junction, the interpretation being either 'Andover is colonel', in which case the group shows the character of a nexus, or 'colonel from Andover', which makes the group a junction. The greater the number of nouns that constitute a nominal construction, the greater the difficulty of finding the correct interpretation of it, for example:

EXERCISE HARVEST AIR LIFT

The abbreviated constructions, 'gekürzte Konstruktionen', used in headlines may also cause uncertainty about the function of the verb. The verbal ending ed may indicate the past tense of an active verb or the past participle form in a passive construction with be omitted, as in the following headline:

CALIFORNIAN VOTED "MRS. AMERICA"

If this is regarded as a passive either was or has been voted is a possible completed construction. If a word with the ending ed precedes a noun, it may have a modifying function, or function as a verb in a sentence in which the subject has been left out. A continued story or Someone continued a story are both possible interpretations of:

CONTINUED STORY

According to Wächtler the function of an ing-form is not always obvious. The choice is between junctional or verbal function, A continuing war or Someone is continuing war, in:

CONTINUING WAR

Words that can be either nouns or verbs are also mentioned as a source of ambiguity in headlines as for example the words plan and cut in:

STUTTGART PLANS CUT IN POST BUS RUNS

However, the context often makes the proper meaning clear to the reader.

Finally, Wächtler examines the use of the six most common prepositions in headlines. The preposition of is less frequent in what he calls 'betont informelle' newspapers and magazines than the 'sprachlich höherstehenden' New York Times. He gives the following examples of headlines where on replaces of and

against:

HOWLEY WARNS ON RUSS AIMS

VAN WAGONER ASKS DRIVE ON BLACK MARKET

This usage, according to Wächtler, probably reflects a tendency of American colloquial speech, in which on my replace of and against.

On is further used as an abbreviation of on account of, because of in:

BRITISH MG HITS RED "STOOGES" ON CHIEF, PW

According to Wächtler, in may be used instead of into in colloquial speech as in:

FRENCH DROP VISA REQUIREMENT FOR TRAVEL IN AUSTRIAN ZONE

2.4 Maurer

Maurer (1972) is a diachronic study of the British newspaper headline from 1825 to 1967. So far, in Maurer's opinion, journalistic factors have not been sufficiently considered in linguistic descriptions of headlines. For example, the semantic text - head relation and the journalist's intention when writing the headline may shed light on the variety of language used in headlines. Maurer divides headlines into verbal and nominal constructions. Verbal constructions include headlines that were described by Wächtler as 'verblose Konstruktionen' in which a verb can be imagined, "gedacht, gesprochen oder geschrieben". At least half of the headlines classified as verbal do not have an expressed finite verb:

Marines pounded

Jackie in Italy

Crash plane ,too low'

On the run

Back from China

In the nominal constructions the verb is not only left out but cannot even be "thought of, spoken or written". These constructions may, however, contain verbs in their non-finite forms, for example infinitives and modifying participles:

Plot to kill LBJ

Swinging station

In his material from 1925 about 81.3% of first decks of the headlines (for 'deck' see 1.4) are nominal constructions. The corresponding figure for second decks is 73.8%. Verbal constructions are far more common in popular papers such as the Daily Express (38.5%) and the Daily Mirror (40%) than the 'conservative' papers, The Times (15%) and The Daily Telegraph (18.2%). These figures refer to headlines consisting of two decks. The average increase in verbal headlines of one deck is from 18.7% in 1925 to 61.7% in 1967. In The Times of 1967 verbal constructions were about six times more frequent than in 1925.

2.5 Brisau

The complexity of headlines has been investigated by Brisau (1969). He studies headlines collected by Van Herzeele (1966) from The Observer. Brisau measures complexity in terms of clauses, which are thus singled out from other units as a gauge of complexity. In 3,000 headlines Brisau finds 264 examples of headlines containing two or more clauses, which is less than 10% of the total number. The following is an example of a headline that has been classified as complex:

Wilson and the 'mob' - by Brooke

It is analysed as consisting of two free clauses,[7] realized as a coordinated noun phrase and a prepositional group, respectively. The fact that the headline may be rephrased as Wilson and the mob is discussed by Brooke or that by Brooke may be viewed as a prepositional postmodification of the head Wilson and the mob shows the subjectivity of Brisau's analysis. In either case, the functional relations are then realized as only one clause. In the following headline also, the occurrence of the dash seems to be decisive for Brisau, as he regards this headline as complex:

Bucket of whitewash - or a clean bill?

Brisau concludes that more complex structures than two very simple clauses linked together rarely occur in headlines. He mentions, however, that the linguistic make-up of the headline can vary widely from one newspaper to another. The New York Times, for example, uses discursive English[8] far more than The Observer. Minor clauses, i.e. clauses without a predicator, are exceptional in The New York Times where headlines with three or more clauses occur regularly, as in:

French say he told lawyer Moroccans gave sum in Ben Barka kidnapping

Brisau claims that this type of headline is more difficult to understand than the less discursive headlines in The Observer.

2.6 Turner

Turner (1972) tries to discover the deep grammar of structures with the preposition on in the sense 'about', 'on the subject of' or 'in relation to'. In headlines, we can find an extension of the use of on which may have been adopted for the sake of brevity. Turner examines a number of headlines mainly gathered from Australian newspapers in which this preposition seems to be more frequent than in British newspapers (G. Turner, personal communication). Of the 114 examples of headlines containing the preposition on in the sense mentioned, only 7 come

from a British newspaper (The Observer). All these structures exhibit a particular kind of subject and predicate and so does the head of the on-phrase:

Bishops disagree on divorce bill

Pope Paul speaks on boxing, toys, peace and war

Saigon warning on peace talks

Zambia accuses U.K. on Rhodesia

All newspaper headlines containing on in the sense 'about' seem to have the same deep structure in the clause to which the on-adjunct relates. Underlying a considerable complexity and chaos on the surface of the headlines comparatively simple and regular patterns were uncovered. The patterns could be described briefly as consisting of a human subject and a verb - not always expressed in the surface structure - requiring such a subject. More specifically, the verb signifies the use of language, the expression of a feeling or activity in response to a political situation. The noun phrase in the on-adjunct has a meaning called modal by the author. The phrase on X, in the sense discussed, does not imply 'X is' but rather 'whether X should be' or 'what X might do' or 'what we might do about X'.

2.7 Conon

Some of the results obtained by Conon (1973) in his dissertation on Swedish front page headlines have relevance for this survey of headlinese in English, since it seems reasonable to assume that headlines in related languages and cultures may show similar tendencies. It has been suggested by for example Samarin (1971:126) that there may be a universal intuitive notion of simplification. Conon's results are interesting since, with the exception of Maurer (1972) who studied the use of the verb in headlinese, hardly any quantitative information has so far been provided about this particular language var-

iety. Conon studied changes in the language of headlines between 1910 and 1960, for example the use of the definite and indefinite article and the finite verb. The definite article is found in 0.6% of the headlines in 1960 as compared with 9% in 1910; the indefinite article is present in 0.2% of the headlines from 1960 but in 13.4% of those from 1910. A finite verb occurs in 47.4% of all possible instances from 1960 as compared with 34.8% from 1910. The headlines investigated were taken from the Dagens Nyheter, a paper similar in style to British papers like the Guardian.

3. Aims, method and material

3.1 Aims

The chief aims of this study are, first, to apply the grammatical framework of the common core, i.e. the grammar that is common to all varieties of English, to a corpus of newspaper headlines in order to find out in what respects, to what extent and for what reasons the grammar of headlinese differs from that of the common core; second, to compare some types of grammatical structure in headlines from two different newspapers, The Times and the Daily Mirror.

Although they have an unusually wide readership, newspaper headlines have, as we have seen, been comparatively little studied. Since Straumann published his book on headline English forty-five years ago, no comprehensive study of the subject has been published. The present study is an attempt to give a description of the headlines of today.

For example, omission of the verb be and the articles has often been noted in headlinese. The standard view has been that these elements are seldom found in this type of text (see for example Turner 1972:72). In order to find out to what extent this is true, the frequency of the syntactic variants within headlinese will be measured.

When be and the articles occur, their presence has often been ascribed to typographical caprice or to the inexperience of the headline writer (Arnold 1969:93, Straumann 1935:51). In the present work, the relative frequencies of the variants will be viewed as a result rather of an interaction of several factors than of 'free variation' or the application of optional rules. Only when these factors have been captured, will it be possible to set up variable rules for the occurrence of the

variants (cf Cedergren and Sankoff 1974, Labov 1969). It is one of the aims of this study to isolate and describe some of the factors which determine differences in usage between headlinese (HL) and the common core (CC).

The following five major areas will be studied:

(1) Headline types in terms of verbal, nominal and adverbial structure (chapter 5);
(2) Functional headline types, i.e. statements, questions, commands and exclamations (chapter 6);
(3) Complexity in headlines in terms of number and length of words, in number and types of clauses and in number of modifying words (chapter 7);
(4) The article (chapter 8);
(5) The verb (chapter 9).

3.2 Method

In describing the structure of HL, an explicit grammatical framework is required. Such a framework has been provided by Straumann (1935) but his classification has a major drawback in that it permits no comparisons between HL and language in general (cf note 5). Instead, HL will be regarded as a variety of the language rather than an isolated language (cf 1.3). The grammar which will be referred to as a basis for comparisons with CC is Quirk et al. (1972). In the present study, the term 'common core' will be used as in Quirk et al., i.e. to signify what is intuitively felt to be the stylistically unmarked language (cf the definition given by Crystal and Davy (1969), 1.3).

3.3 Material

The primary material consists of headlines from two hundred front pages of The Times (T) and the Daily Mirror (DMi) - a hundred from each paper, issued during the period February to June, 1974.[9] The number of headlines are 1281 and 566 from the

two papers, respectively. By choosing the same number of front pages, rather than headlines, a typographic difference between the front pages of the two papers is reflected in the figures. For statistical methods, see below. Also, the same news may potentially be covered in the headlines during the same period of time. The two newspapers are generally considered to be very different in character, DMi being an exponent of the 'popular' press, i.e. a paper with a large circulation and mass appeal; T being a 'quality' paper or 'heavy' paper (Evans 1974:139) with a comparatively limited circulation. The samples of two typical front pages (Chapter 4) show that T has a fairly traditional layout with regular columns of close print and small-type headlines which generally summarize the main news, whereas DMi has a broken-column layout and several pictures. Here the headlines are large and at least some of them try to create an emotional interest in the articles. The page has a visual impact similar to that of advertising. The typographically different ways in which the two newspapers communicate news seem to suggest that there must be differences also in their structural manifestation of it. When T appeared again after the suspension (November 30, 1978 - November 13, 1979) it returned as it had left, "unchanged but not unchanging, in the belief that readers also prefer continuity" (T 13.11.79).

The material used here is, of course, limited and cannot be expected to exemplify all features of HL. It is, however, likely to be large enough to enable us to trace tendencies and establish general characteristics of HL with respect to the five major areas studied. In order to provide illustrations of specific points, occasional use will be made of examples of headlines outside this primary material. However, all numerical information in the tables will be based on the primary material.

3.4 Statistical methods

In calculating differences between frequencies in T and DMi, the Chi-square test and, in some cases when means are compared, the z-test, have been used. Differences with a p-value < 0.05

have been considered significant, i.e. in the following chapters, statements about differences will be made only when the p-value is below this level.

4. Headline typography

Linguistic differences between HL and CC can partly be explained by reference to typographic restrictions on HL. In particular the typographic form, the size and the position of headlines will be treated below in an account which is mainly based on descriptions given in Arnold (1969), Evans (1974), Otto and Finney (1950), and Spears and Lawshe (1956).

4.1 Headline form

There are two types of headline form - NEWS-STYLE and FREE-STYLE (Evans 1974:43). Other terms which have been used for these styles by, for example, Otto and Finney (1950:162) are CONVENTIONAL and STREAMLINED. As the term 'conventional' implies, this type of headline has been in long and general use, but it is, however, less common nowadays. The New York Times and The Daily Telegraph are examples of papers still using conventional heads. A news-style (conventional) headline has to follow a rather strict line-arrangement. Each line contains a certain number of units, the number depending on the type size. The fact that not all letters and other type-characters have the same width makes it necessary for the sub-editor to count the unit values of the letters - the width of the average letter being taken as one unit - to fit them into a headline pattern in a restricted space.[10] When dealing with lines of unequal length the typographer can, of course, expand the spaces between the words in order to create an even pattern, but this is a device which can be used only to a certain extent. Thus, compared to the free-style headline, the news-style headline demands much more care in the choice of words if its strict requirements are to be met. The headline-writer's main problem is then to find words which will appropriately express the contents of the article while, at the same time, fitting into a particular headline pattern.

Examples of news-style headlines are so-called drop-line heads, inverted pyramids and crosslines. They are arranged in relatively strict patterns, where unit count is necessary. These headline patterns are found on, for instance, the first page in the Daily Express of January 20, 1933 (see p 44). Mayoress hurled to death over cliff, the first deck (I in the illustration) is a DROP-LINE (or STEP-OFF) HEAD, consisting of two lines: The first line is set flush left with the left column rule and the second is set flush against the right column rule, i.e. set so that the lines are even at the left and right margin, respectively. The lines have approximately the same number of letters. Drop-line heads can also be arranged with more lines. The second and following lines are then set a little further to the right of the previous line until the last line is set flush with the right column. The above headline is the first deck in a 3-deck headline, the second and third being INVERTED PYRAMIDS arranged with two and three lines, respectively (see decks II and III). In these decks, the lines are arranged with the longest line first and the shortest line last, constructed so that there is an even slope on each side. In this type of headline the first line should fill the column width. A CROSSLINE consists of a single line, usually occupying the full width of the column, for example IV (The Goddard case). The influence formally exerted on HL by the news-style may partly explain why a particular structure typical of HL is used today.

Unlike news-style headlines, free-style headlines require no strict unit count. Still, a headline has to be fitted into a limited space with its lines aesthetically balanced. The headlines in the Daily Mirror are examples of free-style headlines (see pp 46 and 48). According to Arnold (1969 a free-style head ought to be simple. A one-column head is most effective when no deeper than three lines, as the next-to-last line is often misread or unread in deeper heads. Multicolumn heads are considered most effective in one- and two-line forms. A flush-left setting is the most effective for heads, since it is based on the instinctive movements of the reading eye. The eye does not then have to search for the beginning of the next line. According to the result of a questionnaire directed to readers of the New York Herald-Tribune, heads with ragged right margins were evaluated by these readers as "informal", "comfortable", "easy to read" and "friendly". Heads in which the lines were full, were described by words like "formal", "stodge", "hard to read" and "cold" (Arnold 1969:94-8).

Splitting up headlines into decks started in the middle of the 1920s in England, and before the Second World War an article was very often summarized in two or more decks. Typographically, the decks of a headline used to be of decreasing prominence. The more important an article, the more decks it had. Moreover, the popular press used more decks than such papers as The Times and The Daily Telegraph. In the material from 1974 used in the present work (3.3), 0.5% of the headlines in The Times and 30.4% of those in the Daily Mirror had more than one deck.[11] The danger in using too many decks is that too much information may be given. The reader may find that all he wants to know has already been contained in the headline and hence does not go on to read the subjoined story.

4.2 Headline size

One important factor in the visual communication of a headline is its size, which is determined by its estimated news value, i.e. a headline that is considered to be of great interest will be set in larger type than one that is regarded as less important. Considerations as to the potential selling power of a piece of news might also influence the choice of types. The reader usually associates large size with great importance. The bigger the headline the greater the news value. A device to attract attention to a news item of little importance is thus to print it in large type. However, the newspaper buyer will soon become inured to habitually large headlines and will be impressed, only when types are unusually large for a given paper. The size of a headline will be effective only in relation to the size of other headlines in the paper and in relation to the size of headlines in other issues of the same paper. The Daily Mirror, the Evening Standard and The Evening

News, which all belong to the popular press, use larger headlines than such 'quality papers', as The Times and The Daily Telegraph. The space occupied by different kinds of headlines in a typical front page is considerably larger in, for example, the Daily Mirror than The Times (about 40% compared with less than 20% of the front page). The average number of headlines on the front page is about 8 in the Daily Mirror and about 16 in The Times. These figures include all types of headlines, cf 4.4. The space occupied by headlines on the front page of The Times is about the same as forty years ago when the most important news items could be found on an inside page (p 43).[12] The number of headlines, however, has fallen to less than half compared with that period, which shows that their size has at least doubled. Not until May 3, 1966, did The Times use the front page for the most important news; before that date this page generally contained only advertisements. Occasionally, however, news items could be found in the top right corner of that page (see the picture of the front page from September 4, 1939, p 41). After the front page became the main news page of The Times, an increase in the size of headline type took place. This coincided with an increase in circulation which may, at least to some extent, be explained by the use of the front page as the 'display window' of the paper.[13]

The comparatively small size of the headlines during the Second World War was an effect of the rationing of paper during that time (from March 3, 1940 to September 22, 1946). The number of pages had to be restricted, which meant that more news was being squeezed into each page, i.e. the headlines were many but with as few and as short words as possible. This rationing of paper during the war had a strong influence on HL (W. Soutar, personal communication).

4.3 Headline position

One principle of layout is to set headlines so that they will not clash with other headlines on the page and especially not with those near them. Running headlines side by side - so-called 'tombstoning' - is thus avoided in order to save the reader from making a choice between two stories, as this might

lead to his ignoring both. In considering written communication it is also important to keep in mind the instinctive movements of the eye from the top left corner to the bottom right corner of a page. The reading eye moves diagonally across a page, the READING DIAGONAL (Arnold 1969:286-7). The top left corner is called the PRIMARY OPTICAL AREA, and the lower right corner to which the eye wanders unconsciously from the top left corner, the TERMINAL AREA. The primary optical area is the obvious position for a headline designed to compel the attention. The Daily Express and the Morning Star, for example, frequently use this position for their biggest headline on the front page. Once the newspaper buyer's attention has been captured, his interest has to be sustained by various devices such as pictures and other interesting headlines.

The top right and the lower left corners of a page are called FALLOW CORNERS. Headlines and pictures are needed here to attract the eye into those areas. A preference for large striking headlines on the top part of the front page might have another explanation. The papers are often sold from a newsstand where readers, who glance at the newspaper before deciding to buy it, will never see the headlines or pictures below the fold. A headline is hardly ever printed on the fold line where its effect would be wasted until the paper has been opened.

4.4 Types of headlines

The following heads are the most important types of headline. A SUBHEAD, which is a short line of centred boldface - heavy black - type, is used to break up large masses of body type (i.e. running text with the same size and style of type). It generally consists of only one word. This word is frequently a noun, an adjective or a participle. Policy, Difference, Pledges, Silent, Squalid, Offensive, Accused, Failed, Refused are all subheads found in the Daily Mirror (see also pp 46 and 48). A BY-LINE identifies the author of the article, as the headlines below show:

Hopes rise over hospital dispute

By JOHN STEVENSON
Medical Correspondent

Flower tubs help Ulster security

From Robert Fisk
Belfast, April 12

The British Government's efforts to increase security in Northern Ireland continued in Belfast has had a comparatively peaceful two days, although it was by no means clear tonight how many of the 40, none of whom so far appears to have been charged with any offence, businessmen but aroused faint fears among the Roman Catholic community that the civilians will become a kind of third force in the province.

A JUMP HEAD is a headline of part of a story which is continued from another page. The following jump head belongs to the same article as the previous headline:

Two soldiers die despite Ulster security build-up

Continued from page 1

Mr Tomas MacGiolla, president of the official Sinn Fein, will be speaking at the officials' ceremony, but the Army will not who died when a bomb exploded in a derelict house at Dungannon last night. Driver Norman McKenzie, aged 25, a member of the Royal Corps of

STANDING HEADS, which never vary, are used to identify regularly recurring features:

The rest of the news

A headline which consists of the first word(s) of a running text and which is set with a type different from the rest of the text, indicating what is meant to function as a head, is called a ROCKET HEAD, as A hospital's below:

Sick of the strike

UNION BOSS LEADS 200 BACK TO HOSPITAL

By JOHN CHRISTOPHER

A HOSPITAL'S non-medical staff, sickened by the suffering of the patients, yesterday called off a seven-day strike.

Shop steward James Davies resigned his union post and said: "My conscience would not

4.5 The relationship between function and typography

The difference in typographic appearance between free-style headlines, in which the wording to a large extent dictates the layout, and news-style headlines, which are set in accordance with certain typographic rules, has been described in 4.1. A particular relationship may be observed between these two typographic styles and the ways in which the contents of the text are presented in the headline. Most news-style headlines give what is regarded as the most important news point of the

text, which is generally done in an impartial and uncommitted manner. These straight news headlines have been referred to as summary heads (1.5). Such headlines may also be set in a free-style typography, which is used in most feature or connotative heads (1.5). These headlines only arouse the reader's interest by hinting at the content of the story rather than stating objective facts. The typical interdependence between the function and typography of headlines is shown, somewhat simplified, in Fig. 2.

Typography	News style	Free-style
Function	Summary heads (straight news)	Connotative heads (features)

Fig. 2 The typical relationship between function and typography of headlines

Considering the contents of headlines, there is no absolute dividing line between these two kinds of headlines, the contents rather showing a range from straight news to emotional expressiveness (features). It is often difficult to say whether a particular headline should be regarded as a summary or connotative headline. Compare the two headlines in T and DMi:

5 killed, 34 hurt as 160 vehicles crash on fogbound M1

(T 14.3.74)

THE TRAGIC SLAUGHTER ON THE M1 YESTERDAY

(DMi 14.3.74)

Both headlines cover the same news but express a difference in subjective commitment by the choice of words. In T the contents of the major part of the front page headlines convey the most important news items in an impersonal manner, whereas in DMi the headlines are quite frequently designed to arouse a certain type of emotional response in the readers.

THE TIMES

BRITAIN AT WAR: LATEST NEWS

No. 48,401 • LATE LONDON EDITION LONDON, MONDAY SEPTEMBER 4 1939 PRICE 2d

NUMBER 1.

TO-DAY'S WEATHER.

SEA PASSAGES TO-DAY.

The Daily Mirror.

306th Day of Year. Monday, Nov. 2, 1903. 59 days to Dec. 31.

PAGE 3

TO-DAY'S REFLECTIONS.

Our Venture.

Alfred Harmsworth.

Court Circular.

To-Day's News At a Glance.

TO-DAY'S ARRANGEMENTS.

The Court.

The King dines in Hall as a Bencher of the Middle Temple.

Events of the Day.

London Municipal Election.

Miscellaneous.

Political.

Golf.

To-day's Sales.

Music.

Theatres.

LATEST INTELLIGENCE.

THE NATION'S SAFETY.

ARMY AND NAVY TO BE OVERHAULED.

GREAT SCHEME OF REFORM.

IMPORTANT COMMITTEE APPOINTED.

What the Commission Said.

Lord Roberts's Report.

The Task of the Committee.

Continued on Next Page.

AT WAR WITH GERMANY

BRITAIN AND FRANCE TAKE UP THE CHALLENGE

THE KING'S MESSAGE TO HIS PEOPLES

CABINET RECONSTRUCTED

FIRST NEWS OF THE DECISION

PRIME MINISTER'S BROADCAST

CONFIDENCE OF THE COMMONS

MR. CHAMBERLAIN'S ANNOUNCEMENT

WAR CABINET OF NINE

TWO NEWCOMERS

MR. CHURCHILL AND LORD HANKEY

PREVIOUS EXPERIENCE

BRITISH LINER TORPEDOED

ATHENIA REPORTED SUNK

1,400 PASSENGERS ON BOARD

THE KING TO HIS PEOPLES

"CALM, FIRM, AND UNITED"

THE ULTIMATE ISSUE

COPY FOR EVERY HOUSEHOLD

THE FIRST AIR RAID

WARNING OVER A WIDE AREA

TURKEY AND GERMAN TRADE

FRANCO-ITALIAN FRONTIER REOPENED

INVALIDS

POLAND'S STOUT DEFENCE

INCESSANT AIR RAIDS

ANGLO-FRENCH DECISION CHEERED

MILITARY SITUATION

RAIDS ON WARSAW

FOREIGN ENVOYS CHEERED

TOKYO CABINET'S DECISION

VIRTUAL NEUTRALITY

WAR SUPPLIES

GERMAN REPLY TO BRITISH NOTE

RECRIMINATION AND REFUSAL

REASONS FOR ALLIES' DELAY

COMPLETING FRENCH PLANS

ON OTHER PAGES

AUSTRALIA TAKES UP ARMS

AT ONE WITH GREAT BRITAIN

MR. MENZIES' BROADCAST

OPPOSITION SUPPORT

"ONE KING, ONE FLAG, ONE CAUSE"

FULL SUPPORT FROM NEW ZEALAND

GOVERNMENT'S MESSAGE

Bear Brand Biscuits
-second to none-
wonderful Nothings
every one!

Daily Express

NO. 10,204. FRIDAY, JANUARY 20, 1933. ONE PENNY.

St Ivel CHEESE
Aids digestion
2d., 6d. & 8½d. each.

Lady Bailey Found Safe In Desert

FORCED LANDING IN SAHARA

SHORTAGE OF PETROL

4 DAYS "LOST"

ANXIETY FOR CAPT. HOPE

LADY BAILEY was found yesterday in the Sahara Desert, safe and sound, after being missing since 9.50 p.m. last Sunday.

She had made a forced landing, owing to a shortage of petrol, twelve miles south-west of Tahoua, near the Nigerian border. This place is some 1,500 miles from Oran, where she was last seen.

When she landed there last Sunday on her London-Capetown flight she was feeling very fatigued. She had a temperature, but, after a rest, decided to push on in the hope of breaking Amy Johnson's record.

Search By 35 French Airplanes

Anxiety deepened as the days were on and nothing was heard of her. The French Government sent eight Army airplanes to search the desert to-day to fewer than fifteen were out scouring the lonely wastes.

Caterpillar cars were going to and fro over the sands, and even tribesmen on camels had wandered far and wide in the effort to find the airwoman.

The news of Lady Bailey's safety was received with relief everywhere, especially by her mother, the Dowager Lady Rosemary. Sir Abe Bailey, her husband, the millionaire, is in South Africa with his eldest daughter.

"I've Had Enough Of It" —Sir A. Bailey

"Thank God and thank you," he said when he was informed of his wife's safety. "I hope this will never occur again; I've had enough of it."

Her fourteen and twelve-year-old sons spent yesterday afternoon at the circus at Olympia, and heard the news that their mother was safe just before they went to bed.

In view of the risks attendant on flights over the desert, the French Government, says the "Daily Express" Paris correspondent, will in future require a bond of about £1,000 to cover the cost of a possible search. Successful flyers will have their money returned.

Still No News Of Hinkler

Meanwhile there is still no news of Mr. Hinkler, and Captain Hope, who set out to search for him yesterday in the Western region, had not returned at a late hour.

Concern in this neighbourhood was reported to be bad, and anxiety for his safety was felt last night.

THIS WONDERING WORLD

FAVOURABLE

Oil-shaped stocks improved. Wall Street closed steady. Silver advanced. Cotton was higher in Australia. Grain rallied in Chicago.

UNFAVOURABLE

Sterling was easier. Foreign bonds were lower. Paris Bourse was uncertain. Tin and copper declined.

RUSSIA BANS DIVORCE AND MARRIAGE

ALL WITH 'RICH' PASTS DRIVEN OUT

SCHEME TO PREVENT IDENTITY CHANGE

THOUSANDS FLY TO ICEBOUND STEPPES

STALIN'S NEW TERROR

MOSCOW, Thursday, Jan. 19.

SOVIET RUSSIA'S giant marriage and divorce mill was brought to a sudden halt to-day by notices in all registration bureaus suspending marital unions or separations "until further notice."

Adoptions were also included in the temporary ban.

It is believed that these drastic measures were put into effect to prevent any person or persons liable to expulsion under the new urban depopulation drive from legalising their status by means of marriage or the adoption by some one legitimately entitled to a passport.

The probable wholesale exodus from Soviet Russia's leading cities in consequence of the enforcement of the registration laws was illustrated on a small scale to-day by a preliminary examination of the 10,000 workers employed in the Moscow Electric Combinat.

PLEDGE TO PURGE SOVIET RUSSIA

It was announced that in that number of workers were detected 140 Whiteguards, 250 former Kulaks (landowners), 200 persons deprived of citizenship for one reason or another, and 200 persons with rich criminal pasts."

The authorities [illegible] that all the above-mentioned persons would be [illegible] and expelled from Moscow immediately.

[This announcement fulfils Stalin's recently declared plan to "purge Soviet Russia" of all "anti-social elements"—that is, all who are not in sympathy with the Soviet régime.]

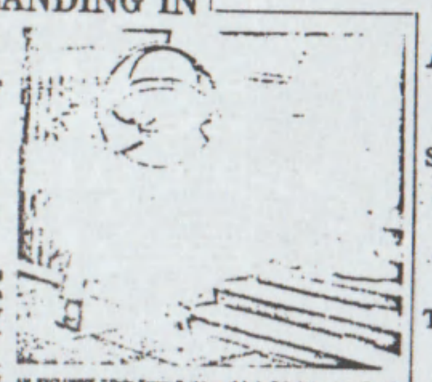
In the meantime Napoleon's bitter retreat from Moscow in the [illegible] winter was restaged to-day by thousands of civilians, who fled to the hinterland to avoid official scrutiny.

ADVANCE GUARD OF UNHAPPY ARMY

They formed the advance guard of a sorry army of residents of Moscow, who will probably be forced to leave the city shortly for failure to qualify under the latest passport registration requirements.

Railway stations were jammed with anxious humanity, but hundreds were unable to secure tickets or accommodation for points away from the larger cities.

Many braved the prevailing cold at thirty degrees below zero and walked along the snowy roads.—International News Service.



AN EXCLUSIVE "Daily Express" picture of Lady Bailey's two sons, Dominic and Jason, happily running out of their house in Dunstable yesterday for an afternoon's entertainment. (By courtesy Lady Bailey.)

THE WOMAN REGISTRAR officiating at a Bolshevist marriage ceremony.

Mayoress Hurled To Death Over Cliff

II

CAR FALLS 130 FEET

III

TOWN COUNCILLOR FOUND IN THE WRECKAGE

"Daily Express" Correspondent.

TORQUAY, Thursday.

THE Mayoress of Torquay, Mrs. W. B. Thomas, and a well-known town councillor, Mr. W. C. Coyah, were in a motor-car which hurtled over the top of a cliff and fell on the rocks 130 feet below at Oddicombe beach to-day.

The mayoress was killed and Councillor Coyah was terribly injured.

Police and ambulance men, who climbed down the steep cliff later took nearly an hour to carry the councillor to the nearest again.

Volunteers crawled down the cliff and formed a "living chain" by which the stretcher-bearers

MRS. DENIS THOMAS.

were able to haul themselves up with their burden.

Prominent in the rescue work was a young man, believed to be a medical student on holiday, who later slipped away without revealing his identity.

The Mayor of Torquay, who is a solicitor, was in London. He arrived back at Torquay to-night, deeply distressed.

Councillor Coyah had gone out in his car to inspect a beach hut. Mrs. Thomas had left home at the same time to shop at Oddicombe.

They are thought to have met and to have driven to the cliff together to discuss the removal of plans for the summer season.

No one saw the accident happen, but the road over the cliff was slippery with ice, and marks indicate that the car skidded several feet before falling off the top of the cliff.

An invalid in a wheel-chair on the cliff heard a woman's scream and on looking down saw the wrecked car below, with Councillor Coyah lying in the debris.

The invalid shouted for help, which eventually reached

EIGHTEEN YEARS DYING

THEN A VERDICT OF "SUICIDE"

"Daily Express" Correspondent.

BURTON-ON-TRENT, Thursday.

Eighteen years after cutting his throat a man has died here of the effects.

"I'm afraid my verdict must be suicide," said the coroner at the inquest to-day.

The widow said she knew that her husband had cut his throat—"but it was eighteen years ago," she added.

A "Suicide" verdict was recorded, however, though the coroner said there was not enough evidence to show the man's state of mind.

The dead man was George Goodhead, a vagrant, aged fifty-two.

Death was due to exhaustion following the partial severing of the larynx, and partly to ulceration caused by a tube in the throat.

TRUSTEE ISSUES STOPPED

ACTION BY GOVERNMENT STOCKBROKER

It became known in the City yesterday, writes the City Editor, that the Government stockbroker had intimated to the market that no further trustee issues will be permitted until the recent Barnsley and Essex issues are completely absorbed by investors.

GILT-EDGED RECOVER

This statement caused a recovery in gilt-edged securities after their recent set-back.

The view taken in the City is that with the abundance of money ample support will be forthcoming for trustee issues if investors are assured that taxation will be reduced.

The question of the late autumn by the Stock is discussed by our City Editor on Page Eleven.

BLAZE AT LORD CULLEN'S HOME

[illegible]

TO-MORROW IS A GREAT DAY FOR COMPETITIONS

STRUBE, "WONDER-TEAM," CROSSWORD, KNITTING—AND A NEW PRIZE OFFER

TO-MORROW will be Saturday. Several things are happening which interest you!

First, the final cartoon in the £1,000 "Beat of Strube" Competition will appear.

Then a new Competition will be started.

All these Competitions are Free to Enter. No postal orders or stamps needed. The money must be won.

The "Daily Express" magazine for Saturday, the issue of great interest to readers, will be on sale everywhere on Saturday morning.

Next Saturday Crossword puzzle, carrying a prize of £2,000, will also appear.

Woman Who Won And Lost £500,000

MRS. MEYRICK DEAD

THE NIGHT CLUB QUEEN

AMAZING LIFE STORY IV

THE GODDARD CASE

MRS. MEYRICK.

MRS. MEYRICK, the so-called "night club queen," died last night from bronchial pneumonia.

She had been living ill for some time at the house of her son-in-law, Lord Kinnaird.

Mrs. Meyrick's death ends the reign of a remarkable woman over the more lurid circles of London's night life.

She was a frail little Irish woman, always smiling, gentle and charming. Yet "Night Club Queen" was more than just a title, for this little woman from Dublin ruled the more expensive night life of London for ten years.

In that time Kate Meyrick made (and lost) half a million pounds, and spent nearly three and a half years in gaol.

THE "FORTY-THREE"

Two of her daughters married into the peerage. They are Lady de Clifford and the Countess of Kinnaird.

She gathered round her in a number of Westend clubs a clientele which included the richest men in Britain and the cream of English society.

The names of her clubs make a list of broken laws, police charges and sensations. There was the

PAGE TWO, COLUMN ONE Broadcasting Programmes on Page 12

TORIES HOLD A LIVERPOOL SEAT

13,144 MAJORITY REDUCED TO 2,786

The result of the by-election in the Exchange Division of Liverpool was declared last night as follows:—

Col. A. A. Stein (Cons.) 16,102

Mr. E. S. Silverman (Lab.) 13,402

Cons. maj. ... 2,700

No change.

The victory was caused by the death of Sir James Reynolds, who had sat as a Conservative.

The figures at the last election were:

Sir J. P. Reynolds (Cons.) ... 21,488

Mr. F. Horrabin (Lab.) ... 10,744

Cons. majority ... 10,744

Colonel Stein is a cotton broker and Mr. Silverman is a sub-ed.

LATE NEWS

Telephone: Central 8000

Don't risk it!

...Take no chances with any unproved makes of brake lining....Ensure perfect peace of mind by always asking by name for

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Wednesday March 6 1974
No 59,011 Price 6p

THE TIMES

Flaws that could mar Mr Wilson's triumph: Richard Crossman, p12

Swift action on pit strike by Mr Foot

Mr Michael Foot, who becomes Secretary of State for Employment, was one of the least expected appointments on Mr Wilson's first list of his government colleagues issued yesterday. Despite his years of parliamentary service, Mr Foot has never previously occupied office in a Cabinet. An end to Phase Three controls on wages was signalled when the National Union of Mineworkers and the coal board were authorized by Mr Foot to start fresh negotiations. The Parliamentary Liberal Party said the Cabinet appointments showed Mr. Callaghan's claim that the Labour Government would be one of national unity to be "wholly bogus".

Mr Healey is Chancellor: new prices ministry

By David Wood
Political Editor

Mr Michael Foot, the new Secretary of State for Employment, arriving at 10 Downing Street yesterday. Mr Foot, who has never held ministerial office, has been political columnist on the "Daily Herald" and editor of the "Evening Standard" and "Tribune".

Members of Mr Wilson's Cabinet

Turkey sees 'indication' of sabotage in air crash

Mrs Meir completing Cabinet after Dayan decision not to resign

Mrs. Meir completing Cabinet after Dayan decision not to resign

Emperor to give up part of his power

Gang get £179,000 in bank raid

Miners' pay talks start again as end of Phase Three is signalled

National unity claim is bogus, Liberals say

The rest of the news

Recentralise in Northampton

Make your first move now-send for our free office folder-find out the facts

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Northampton Development Corporation
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Northampton NN1 2EN
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Daily Mirror

EUROPE'S BIGGEST DAILY SALE

4p Saturday, May 11, 1974 No. 21,867

NIXON: THE LAST DAYS

From RALPH CHAMPION in New York

DEMANDS for the resignation of President Nixon are surging through America.

All the signs now indicate that these are the last days that he will spend in the White House.

Pressure on him is mounting as disaffection spreads among the leaders of his own Republican party.

[illegible]

Mess

[illegible]

Continued on Page Two

This man's wife tried to kill him SIX times

BUT I STILL LOVE HER, HE SAYS

By WILLIAM DANIELS

THIS man was a target for murder . . . plotted by his wife and his stepfather.

All three were involved in a sex triangle.

And finally the wife, 31-year-old Margaret Lord, and her father-in-law, John Lord, decided to get rid of the husband.

They dreamed up six bizarre ways of killing 29-year-old Alan Lord.

Plotting

But they bungled the lot, and yesterday their plotting got them seven-year jail sentences.

Alan Lord collapsed at the back of Birmingham Crown Court when he heard the sentence.

Later he said he had forgiven his wife.

Mr. Lord said: "Despite all that has happened I still love Margaret dearly. I have told her I will wait fifty years for her if necessary.

Trouble

"I don't believe she ever really intended to kill me."

The court had been told that Mrs. Lord made love to both her husband and her father-in-law.

Husband and wife both had sexual intercourse with other partners and took part in group sex.

It was sexual freedom, Alan Lord claimed, which caused all the trouble.

He said: "Now we are closer than we have ever been because everything has come out into the open."

The bungling assassins
—See Page Three.

Alan Lord after the trial. Picture: BILL ELLMANN

TV CAT ARTHUR GOES INTO HIDING Page 3

TOM JONES PUNCH-UP MAN GOES PAGE 13

MARISSA IS HERE FOR KICKS. WHY? Page 11

Snap! Peter holes in one again BACK PAGE

Friday July 11 1980
No 60,674
Price twenty pence

THE TIMES

Winston Churchill on France, Iraq and the Bomb, page 14

Chancellor sees $16\frac{1}{2}\%$ inflation by November

The Chancellor of the Exchequer gave a firm prediction yesterday that inflation would drop from 21.9 per cent to 16.5 per cent by November. That is in line with forecasts made in the March Budget. The OECD predicted that Western nations will be in recession for the next six months and that conditions in Britain will be much worse [Report, Page 17].

Budget forecast felt to be on target

[illegible]

Manifesto of the Left disowned by leaders

[illegible]

Smoke pours from the building at the height of the blaze.

Alexandra Palace swept by fire

[illegible]

Carter-Hua accord on Afghanistan shows full identity of views

[illegible]

Nkomo trip to London raises doubts

[illegible]

MP stands firm on cell deaths

[illegible]

Outlook for Britain 'worst in OECD'

[illegible]

Setback to church unity move

[illegible]

Concern over housing homeless foreigners

[illegible]

Telephone costs may rise again

[illegible]

Voluntary work idea criticized

[illegible]

Acas talks today on BBC dispute

[illegible]

England recover

[illegible]

Ruling against Britain on fish

[illegible]

Shelves of supermarkets are crammed with every luxury except alcohol

Sanctions fail to depress the Iranian economy

[illegible]

Help the Deaf Communicate...

The British Deaf Association
38 Victoria Place, Carlisle, Cumbria CA1 1HU

DAILY Mirror

Friday, July 11, 1980 10p

£6m collapse of the Romeo playboy

HIGH-FLYING Victor Melik, friend of the famous, was brought down to earth yesterday.

It was revealed that his leatherware company has collapsed leaving debts of £6 million.

The 45-year-old businessman has often been in the limelight before—as a free-spending playboy. His girlfriends have included models Marianne Broome, Bea Nash and Melinda Long.

Melik and Melinda, a major's daughter from Berkshire, were engaged for three years at the height of the playboy's champagne days. Now Melik, who has a £100,000 home in Belgravia, is wondering whether in the wake of his business failure he will start to feel the chill on London's socialite circuit.

He said last night: "I will discover who my real friends are."

● The £6 million crash—See Page Eleven.

HIGH-FLYER: Victor Melik

'Think again' call to Maggie

TORY SCHOOL CUTS REVOLT

By CHARLES LYTE and DAVID THOMPSON

TORY councillors staged a revolt yesterday against the Government's slashing cuts in education spending.

Their message to Premier Margaret Thatcher and her Ministers was: Stop—and think what you're doing.

But within hours of their protest, Chancellor Sir Geoffrey Howe stressed in the Commons that the Government's tough economic measures are going full ahead.

The Tory councillors were among education chiefs from all over the country attending the Council of Local Education Authorities conference at Solihull, West Midlands.

With full support from the Tory delegates, the conference called on the Government to reconsider "the full consequences of the cuts proposed and the vital importance of investment in education for the future of the nation."

HOWE: Tough

Fewer

Delegates were told that at least 50,000 jobs in education, many of them teaching jobs, would have to go if the Government's next round of spending cuts was to be met.

Peter Horton, Labour chairman of Sheffield education committee, said: "Further cuts of two to three per cent can only be met by fewer jobs, especially in education—some 50,000."

Tory councillors agreed when he said that "standards are being eroded and class sizes are getting larger."

Somerset's education committee chairman, Lt-Col. Tony Dowse-Bivean, said: "There is a serious deterioration in the standards of the education services.

"It will get worse if we have to cut even more.

"In Somerset we have already scrapped nurseries and closing wardens, and cut youth services and transport."

A delegate for Cornwall asked: "What more can we do next year? Cuts in books, paper and teaching staff?

"How can we keep up standards if we have to cut staff?"

The protest action by the conference was welcomed last night by Labour's Shadow Education Secretary, Neil Kinnock, as "bloody super."

He added: "At last the message is beginning to get through."

CHANCELLOR Sir Geoffrey Howe insisted last night that the Government's polices are working.

He predicted that inflation would be down from the present 21-9 to 16-5 per cent by November.

But he warned in the Commons that strict control over Government spending would be maintained.

Sir Geoffrey said: "It is clear that cash limits next year must be significantly lower."

MODEL: Melinda Long, who shared the playboy's champagne days.

Ally Pally burns down

ALEXANDER PALACE, one of London's most famous and best-loved landmarks, was burning down last night in a spectacular blaze which sent flames leaping 100ft. into the sky.

More than 300 firemen were called in to fight the blaze after it started to sweep through Ally Pally at 3 p.m.

Hundreds of sightseers flocked to the building where the BBC put out the first live TV broadcast in 1936.

Firemen sweating to get water up to the 105-year-old hilltop building in North London pumped some of their supply from a nearby boating lake.

The blaze is thought to have started when a spark from a workman's blowtorch set light to paint on a giant organ in the Great Hall.

More than 350 BBC staff were evacuated from the Open University studios at the Palace.

The building was recently sold by Greater London Council to Haringey council for a nominal £1—plus £81 million for restoration.

● Close-UP—Page 6

LANDMARK: Ally Pally as millions knew it

5. Headline types: verbal, nominal and adverbial

In order to get an overall picture of the structure of headlines, (or decks, if the headline consists of more than one deck), the corpus described in 3.3 has been divided into three basic groups: verbal, nominal and adverbial headlines. A fourth group contains headlines consisting of more than one free structure (cf 5.4).

5.1 Verbal headlines

A VERBAL HEADLINE is one which in the main (i.e. superordinate) clause, in the dependent clause functioning independently (7.7.1) or in the comment clause in complex headlines (7.5) contains a verb phrase or part of a verb phrase that is not dominated by a noun phrase, for example:

Irishman wins (T 16.4.74)

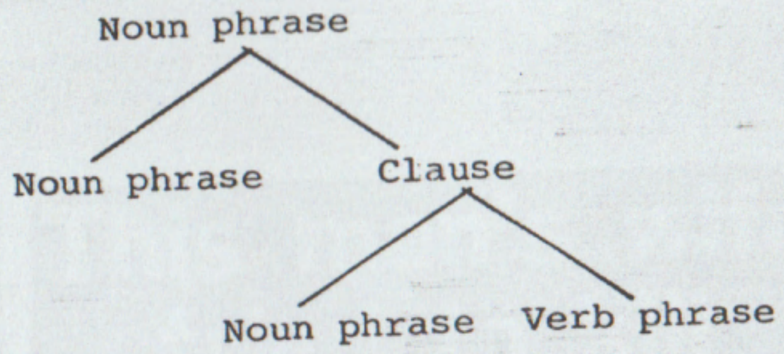
Thus, a headline like the following is classified as nominal, since the clause in which the verb phrase - rocked the world - occurs is dominated by a noun phrase:

The day
that
Rocked
the world (DMi 11.4.74)

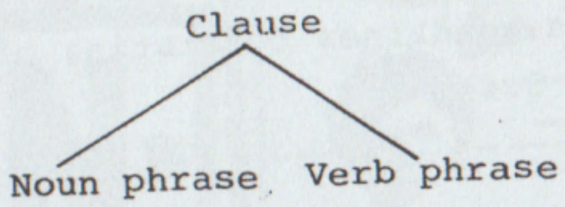
The contrast between a nominal headline and a verbal headline can be illustrated by the following tree structures:

SZTE Egyetemi Könyvtár SZEGED 5

Nominal:



Verbal:



Six main structural types of verbal headlines will be distinguished:

(a) Finite verbal headlines (Bus crashes)
(b) Verbal headlines with omitted auxiliary (Bus found)
(c) Non-finite verbal headlines (Found)
(d) SC_s-headlines[14] (Bus export a success)
(e) SA-headlines (Bus in ditch)
(f) Coordinated verbal headlines (Man kidnapped and shot)

5.1.1 Type (a): Finite verbal headlines

The headlines below are examples of FINITE VERBAL HEADLINES, i.e. they contain a finite verb in the main clause, in the dependent clause functioning independently (i.e. without a main clause) or in the comment clause in complex headlines. The following structures occurred:

SV-structure:

England Soccer sensation/[15]
SIR
ALF
QUITS (DMi 1.5.74)

SVC_s-structure:

ALL THE TOP SOCCER/
Leeds
are
champs (DMi 25.4.74)

SVO_d-structure:

BIG TURNOUT FOR CRISIS ELECTION/
TORIES
UNDER FIRE/
Liberals make it tough/
Labour gets the swings (DMi 1.3.74)

SVO_dC_o-structure:

Mr Wilson makes new
terms for EEC
entry an election issue (T 13.2.74)

SVO_iO_d-structure:

Dr Kissinger proffers
Europe an apology (T 15.3.74)

SVA-structure:

Overseas flights
may stop
tomorrow (T 6.5.74)

SVO_dA-structure:

THREE DAYS
TO THE FLAT/
Newsboy demands a fair deal for punters (DMi 18.3.74)

In the material, the subject is always present unless the structure is imperative:

Go ghost
hunting with
Junior Mirror (DMi 27.4.74)

As seen above, the clause patterns of CC as described in Quirk et al. (1972:343) also occur in HL. These structures may be expanded by the addition of various optional adverbials:

SVAA-structure:

Duke Ellington
dies at 75
in New York

(T 25.5.74)

5.1.2 Type (b): Verbal headlines with omitted auxiliary

VERBAL HEADLINES WITH OMITTED AUXILLIARY are headlines in which the verb is non-finite and in which forms of be or have + be may be added before the verb. The subject is always present. The verb may be followed by an adverbial. V has been indexed n to indicate that the verb form is non-finite.

SV_n-structure:

ROYAL SECURITY BOOSTED/
Shooting mystery as
police probe the clues

(DMi 22.3.74)

SV_nA-structure:

Polish diplomats arrested
on Mistral Express

(T 18.5.74)

Girl friend
quizzed by
the police

(DMi 20.4.74)

In the structures below, a form of be may also be inserted between the subject and the non-finite verb. Be is here only part of a semi-auxiliary, be going to, be to (Quirk et al. 1972:67-70). The subject and non-finite verb may be followed by an object or an adverbial.

SV_nO_d-structure:

Labour 'going to carry out the manifesto'

(T 7.3.74)

MILHENCH TO
FACE A
CHARGE[16]

(DMi 20.4.74)

SV_nA-structure:

Mr Powell to speak in support of
'Heath is the enemy' campaign

(T 21.2.74)

The Queen to be
represented
by Prince Philip

(T 4.4.74)

SV_nO_dA-structure:

Yard to see councillors in land deal inquiry

(T 17.4.74)

5.1.3 Type (c): Non-finite verbal headlines

NON-FINITE VERBAL HEADLINES consist of a participle or adjective, which may be followed by an object or an adverbial. No noun phrase functioning as subject is present. For convenience, adjectives and participles are here referred to as verbals (cf Jacobs and Rosenbaum 1968:63-6).

V_n-structure:

Uncensored/
Mirror
men on
the sport
report on
Lisbon's
first
day of
freedom/
I see the
secret
torturing HQ

(DMi 27.4.74)

Headlines consisting of only a verbal ending in ing present a

classification problem. Here they have been classified as non-finite verbal headlines, since no word is present to mark the word as a verbal noun, such as the definite article. Only two such headlines occurred, namely:

STUNNING (DMi 11.3.74)

STREAKING (DMi 11.3.74)

The absence of the preposition of after the words ending in ing in the headlines below shows that they are verbal rather than postmodified nominal headlines. Cf the nominal headline Stiffening of EEC in face of Britain's demands (T 3.6.74).

V_nO_d-structure:

Protecting the royal prerogative (T 21.3.74)

V_nA-structure:

Facing up to the church's future (T 22.4.74)

V_nAA-structure:

Lost for words at Strasbourg (T 10.5.74)

V_nO_dA-structure:

Finding an ideal home for the elderly (T 24.4.74)

5.1.4 Type (d): SC_s-headlines

Some verbal headlines consist of a noun phrase as subject and a noun phrase or adjective phrase as subject complement (plus optional adverbials). They will be referred to as SC_s-HEADLINES. In these structures, a form of the verb be, or some

other copula like appear and become, may be inserted between the subject noun phrase and the noun phrase or adjective phrase functioning as subject complement. There is coreference between the subject and the subject complement (Quirk et al. 1972:820).

SC_s-structure:

Purged transcripts a bestseller (T 2.5.74)

Whitelaw appointment as Tory chairman imminent (T 10.6.74)

Wilson meeting first step to social contract (T 28.3.74)

5.1.5 Type (e): SA-headlines

Verbal headlines in which a form of the copula be can be inserted between the noun phrase functioning as subject and a locative adverbial (plus one or more optional adverbials) will be referred to as SA-HEADLINES:

Fraud suspect in a coma (T 16.4.74)

MAN IN THE DOCK (DMi 22.3.74)

Glasgow papers under review (T 15.3.74)

Five headlines of SA-structure in which the adverbial is up or down have been classified as type (e). Instead of the copula, a dynamic verb signifying motion (for example go) could be inserted between S and A:

Car prices up (T 14.2.74)

Road casualties down (T 7.6.74)

If the verb is present the adverbial is, however, analysed as part of the V (cf 5.1.3).

Most headlines classified as type (e), for example Fraud suspect in a coma, are superficially identical in structure with postmodified nominal headlines, for example Arrests after Oxford clash (5.2.9). They are different in that a form of the verb be may be inserted in the former, verbal headline: Fraud suspect is in a coma, but not in the latter, nominal headline: *Arrests are after Oxford clash. Also the definite article with a noun + a prepositional phrase makes the headline nominal rather than verbal, unless the article is the indexical the of types II and III (8.13.3, 5.2.9). The following headline is more likely to be nominal, as only the definite article of types II and III seems to occur initially in unambiguously verbal headlines:

The girl in the
powerhouse (DMi 24.5.74)

5.1.6 Type (f): Coordinated verbal headlines

COORDINATED VERBAL HEADLINES consist of two or more main clauses which are linked by and, or, but, or a comma. The clauses can be of the same type, as in the following headlines:

(a + a) Retail prices rise slows
but trade gap is wider (T 20.4.74)

(b + b) Nine cautioned
and three sent
off in Cup match (T 11.4.74)

(c + c) OUR JOY/
Innocent
and free
to stroll
in the sun (DMi 8.4.74)

It is also possible to have a combination of the different verbal types:

(a + b + b) Five die, 28 injured,
town centres wrecked (T 1.4.74)

Occasionally, nominal structures (2 instances) and adverbial structures (1 instance) are found to be coordinated with verbal type (a) structures, for example:

Backbench pressure for snap poll,
but ministers point to vital Bills (T 22.4.74)

Back to five-day week but
some power curbs stay (T 8.3.74)

Coordinated headlines accounted for less than 3 per cent of all recorded headlines (cf Table 1), and a detailed subclassification therefore seems unnecessary.

5.1.7 Frequency of verbal headline types

As is shown in Table 1, the large majority of headlines are finite. DMi has a higher percentage of finite verbal headlines (a), than T (81.0% as against 61.9%), whereas the proportion of verbal headlines with omitted auxiliary (b), is considerably higher in T (29.1%) than in DMi (9.0%). The figures obtained for the remaining four groups are all comparatively small and offer no sound basis for comparisons.

Type of verbal headline	T		DMi	
	No.	%	No.	%
(a) Finite	608	61.9	226	81.0
(b) Omitted auxiliary	286	29.1	25	9.0
(c) Non-finite	6	0.6	7	2.5
(d) SC_s	25	2.5	3	1.1
(e) SA	32	3.3	13	4.7
(f) Coordinated	26	2.6	5	1.8
Totals	983		279	

Table 1 Frequency of different types of verbal headlines

5.2 Nominal headlines

A NOMINAL HEADLINE (or deck, if the headline is made up of more than one deck) consists of a noun phrase. An analysis of nominal headlines yields the following structural types:

(a) Unmodified nominal headlines
(b) Premodified nominal headlines
(c) Postmodified nominal headlines
(d) Nominal headlines with both pre- and post-modification
(e) Coordinated and appositional nominal headlines

The different types of premodifiers and postmodifiers and their distribution will be accounted for in the following sections after the types of nominal headlines have been established (5.2.7-10).

5.2.1 Type (a): Unmodified nominal headlines

Structures in which the noun phrase head is not modified by any other item are referred to as UNMODIFIED NOMINAL HEADLINES:

650 fans hurt in
terror riot at
Cassidy concert/
TEENYMANIA (DMi 27.5.74)

TEARS (DMi 17.5.74)

As in Quirk et al. (1972:136-9), determiners do not count as modifiers:

THE LETTER (DMi 4.4.74)

OUR JOY/
Innocent,
and free
to stroll
in the sun (DMi 8.4.74)

An unmodified nominal headline may be a name:

MUDLARK OSGOOD (DMi 7.3.74)

5.2.2 Type (b): Premodified nominal headlines

Two types of items may precede the head in PREMODIFIED NOMINAL HEADLINES: closed system and open class premodifiers. The former type comprises three classes: predeterminers (all, both, half...), ordinals (first, second, next, last...) and quantifiers (many, more, most, few...). These sets cannot be extended by the creation of additional members (see Quirk et al. 1972:46-7). The underlined words in the next two headlines give examples of this type of premodifiers:

ALL THE TOP SOCCER/
Leeds
are
champs (DMi 25.4.74)

A supermum's
first tender touch (DMi 16.4.74)

The set of open class premodifiers is indefinitely extendable, i.e. new items may be added to the class:

BLOODBATH
PLOT/
Wilson reveals
IRA plan to stir
up Ulster blitz (DMi 14.5.74)

Slower money growth (T 23.4.74)

HOME
LOANS
CHEER (DMi 10.4.74)

THE
GREAT
SMITH
TANGLE (DMi 1.5.74)

These premodification + head structures are interpretable as Plot to start a bloodbath, Money will grow more slowly, Cheer for loans for homes, Smith's great tangle.

5.2.3 Type (c): Postmodified nominal headlines

POSTMODIFIED NOMINAL HEADLINES consist of a noun phrase head - which may be preceded by a determiner, but not by an open class or closed system premodifier - followed by for example a finite or non-finite verb clause or prepositional phrase post-modification:

The violence that
simmers below
society's surface (T 20.5.74)

The kids who touched Britain's heart/
RUSH TO ADOPT TV CHILDREN (DMi 14.5.74)

Concern over Duke of
Gloucester's condition (T 8.6.74)

5.2.4 Type (d): Nominal headlines with both pre- and post-modification

Some nominal headlines have both pre- and post-modification. They will be referred to as PRE+POSTMODIFIED HEADLINES:

CLICK TRICKS
by a top model (DMi 9.4.74)

The critical conflict
over nuclear
reactor design (T 26.4.74)

YOUR COMPLETE
GUIDE TO THE
EUROVISION SONG
CONTEST (DMi 6.4.74)

5.2.5 Type (e): Coordinated and appositional nominal headlines

COORDINATED AND APPOSITIONAL NOMINAL HEADLINES resemble one another in that they each contain two or more noun phrase heads which are constituents at the same level. Explicit indicators of coordination are and or or:

DR SUSAN AND
THE MAN WHO
CAME BACK
TO LIVE (DMi 16.3.74)

Fall guy
or
phoney? (DMi 30.3.74)

Professor Galbraith
and the
'new socialism' (T 4.3.74)

The difference between coordinated and appositional noun phrases is that the latter have to be identical in reference or else the reference of one has to be included in the reference of the other. This does not generally apply to coordinated noun phrases. Appositional nominal headlines are distinguishable from SC_s-headlines (5.1.4) by having a comma between the

two phrases:

Nightmare, short story
by Dick Francis (T 13.4.74)

Lesley,
the girl
to put
your
shirt on (DMi 30.3.74)

5.2.6 Frequency of nominal headline types

The frequency of the different types of nominal headlines is given in Table 2.

Type of nominal headlines	T		DMi	
	No.	%	No.	%
(a) Unmodified	7	2.8	23	9.3
(b) Premodified	30	12.0	80	32.3
(c) Postmodified	67	26.9	70	28.2
(d) Pre+postmodified	131	52.6	58	23.4
(e) Coordinated and appositional	14	5.6	17	6.9
Totals	249		248	

Table 2 Frequency of different types of nominal headlines

Table 2 shows that most nominal headlines are modified, and that unmodified nominal headlines are comparatively few. They are, however, more often found in the nominal headlines in DMi (9.3%) than in those of T (2.8). The modified types of nominal headlines have rather similar frequencies in DMi: (b)

32.3%, (c) 28.2% and (d) 23.4%. In T, type (d) (52.6%) is more common than (c) (26.9%) and (b) (12.0%). In a comparison between the two papers, it appears that postmodified nominal headlines are about as frequent in T (26.9%) as in DMi (28.2%), pre+postmodified nominal headlines more than twice as common in T (52.6%) as in DMi (23.4%), whereas premodified nominal headlines are almost three times more frequent in DMi (32.3%) than in T (12.0%). (For a discussion of complexity of nominal headlines in the two papers, see 7.9.) The difference between the frequency of types (a), (b), (c) and (d) in T and DMi is illustrated by the bar charts in Fig. 3.

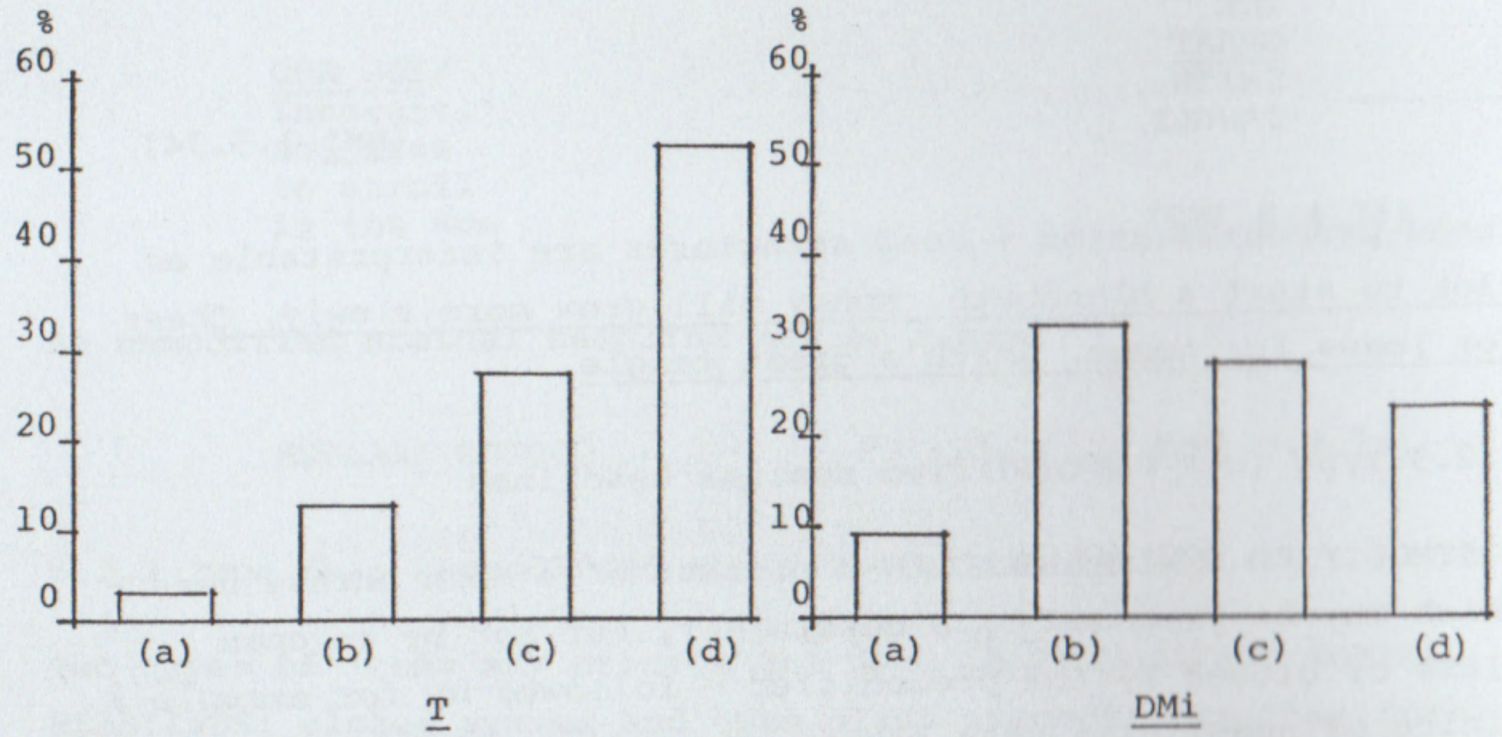


Fig. 3 Types of nominal headlines in T and DMi

Notice that all of the above mentioned types of nominal headlines can occur with adverbial clauses, which do not constitute modifications. In T, there were altogether 14 adverbial clauses (4 in a, 4 in b, 3 in c, 3 in d) and 7 in DMi (3 in a, 3 in b, 1 in c):

UPROAR AFTER MILHENCH
FACES COURT (DMi 23.4.74)

Political crisis as election leads to deadlock
(T 2.3.74)

Doubts in Commons
as commission on
press is announced
(T 3.5.74)

5.2.7 Open class premodifiers in nominal headlines

The noun phrase head in nominal headlines may be preceded by the following types of open class premodifiers.

(a) common noun:

Government decision today on
forming new Administration (T 29.5.74)

CRICKET!/
Wonder
win by
England
(DMi 6.4.74)

(b) proper noun:

Heathrow police chief (T 4.5.74)

MILHENCH
SENSATION/
Now Yard probe his
wife's death in lake
(DMi 19.4.74)

The nominal head may be preceded by more than one open class premodifier:

Tobacco price rise (T 19.2.74)

Crisis Election report (DMi 19.2.74)

SUICIDE
BOMB
SQUAD
ALERT
(DMi 13.5.74)

As indicated by the underlinings above, the headlines have been interpreted as follows: Rise in the price of tobacco, Report on the election, which has been called because of a crisis, Alert that a squad, prepared to commit sucide, might bring bombs. By their reduced explicitness, this type of premodified noun phrases may be a source of ambiguity unless the reader is sufficiently familiar with the subject. This type of headline is no doubt attractive to the headline writer, who may express fairly complex ideas in few words. It is also a means of giving prominence to the modifying nouns. According to Halliday (1967: 7-8), the tendency to use this construction in other types of the langugae is reinforced by their comparatively frequent occurrence in HL.

(c) noun with genitive s:

MRS BARBER'S
LONELY LIFE (DMi 12.3.74)

Russia's strategic
build-up
at sea (T 17.4.74)

IRA's GRIM PLEDGE/
PRICE
SISTERS
THREAT/
'If they die,
there will be
devastating
consequences' (DMi 31.5.74)

Genitive s usually occurs with personal and geographic names and with collective nouns in premodifying position. No instance of genitive s was found which did not comply with the rules of CC.[17]

(d) noun with plural s:

Handcuffs
plan to fly
her abroad (DMi 23.5.74)

Shares slump (T 2.3.74)

Pensions shock
for the old folk (DMi 13.5.74)

The above headlines are interpretable as Plan to fly her abroad with handcuffs on, Slump of shares, Shock for the old folk caused by pensions (Johansson, forthcoming, Mutt 1967, Wood 1963).

(e) adjective:

Britain's Best
TV guide (DMi 23.3.74)

(f) present and past participles (all verbal forms are included here regardless of verbal or adjectival function, see Quirk et al. 1972:242-6):

Mounting
pressure
to withdraw
troops (T 31.5.74)

The wounded hero (DMi 22.3.74)

(g) minor types including prepositional noun phrases (over the wall), adverbs (ever) and verbs (resign, quit):

Army join dragnet/
SPY
BROTHERS
BREAK OUT/
Over-the-wall
escape at top
security prison (DMi 12.3.74)

Worst ever
month
for building
societies (T 16.3.74)

'Resign' call to Mr Short (T 3.6.74)

5.2.8 Frequency of open class premodifiers in nominal headlines

As appears from Table 3, nouns are the most common type of premodifying items in both papers (70.7% in T, 64.1% in DMi), i.e. about two thirds of all open class premodifiers in nominal headlines, type (b) and (d) (see 5.2, 5.2.2) belong to this word class. Although the distribution of premodifying nouns in CC is unknown, these figures for HL seem comparatively high.

The most frequently used premodifying adjectives in nominal headlines in DMi are big (10), great (7) and new (7); in T, new occurred 8 times but big and great only once. The adjective new indicates immediacy; unusual size (big, great) makes news. New and big are also found among the twenty most common adjectives in direct speech advertising (Leech 1966:151-2):

THE
BIG
RACE
TIP/
Newsboy (DMi 23.3.74)

GREAT
TORY
FIASCO (DMi 19.3.74)

LOOK IN
ON LIFE AND LOVE/
A bright new Mirror
Special (DMi 25.4.74)

New threat to
British
Chrysler plant (T 12.2.74)

Of the open class premodifiers, 24.5% in T and 27.3% in DMi are adjectives.

Proper nouns as premodifiers appear to be typical of HL. A noun premodified by a proper name often seems to correspond to a postmodified noun phrase in CC. Here a difference between

the two papers may be noted: the figures are 20.7% (T) and 12.1% (DMi) for proper nouns in premodifying position.

Nouns with genitive s constitute 8.7% of the open class premodifiers in T and 10.1% of those in DMi. No new uses of genitive s were discovered in the present material (cf note 17). This was rather surprising since the construction would appear to be particularly suitable in HL, first because of its brevity as compared with corresponding postmodified structures and second because it places the modifying noun in a more prominent position.

Occasionally plural nouns may be found as premodifers. This usage is apparently on the increase in CC (Mutt 1967) possibly precipitated by HL.

Type of open class premodifier	T			DMi		
	No.	%		No.	%	
(a) Common noun	81	38.9		76	38.4	
(b) Proper noun	43	20.7	70.7	24	12.1	64.1
(c) Noun with genitive s	18	8.7		20	10.1	
(d) Noun with plural s	5	2.4		7	3.5	
(e) Adjective	51	24.5		54	27.3	
(f) Participle (present or past)	8	3.8	29.3	10	5.1	35.9
(g) Minor types	2	1.0		7	3.5	
Totals	208			198		

Table 3 Frequency of open class premodifiers in nominal headlines

5.2.9 Postmodification in nominal headlines

The following kinds of postmodification in nominal headlines occur:
(I) A finite clausal postmodification may be (i) a restrictive relative clause which follows the head of the noun phrase:

The seats
that changed (T 2.3.74)

The baby who
died 13 times (DMi 14.3.74)

As in CC, the zero form is favoured if the realtive pronoun is direct object:

LOOK
IN/
The pages ( ) every
woman wants
to read (DMi 9.5.74)

Another type of finite clausal postmodification is (ii) the appositive clause. This differs from a relative clause in that the particle that is not an element in clause structure as it is in the relative clause. In the appositive function, it is only rarely possible to leave out that (cf Quirk et al. 1972:874-5):

Clash over claim that Price
sisters received last rites (T 28.5.74)

(II) Postmodification in nominal headlines occurs with the following non-finite clause types:

(i) A present participle clause in which a relative pronoun with the same referent as a preceding noun phrase and a form of the verb be (or have + be) may be postulated: The star (who is) making a sunshine spectacular:

THE STAR
making a
sunshine
spectacular (DMi 19.2.74)

In contrast to a verbal headline with omitted auxiliary, for example Labour 'going to carry out the manifesto' (5.1.2) or Japanese firms evading UN sanctions (T 30.3.74), this headline has been classified as nominal, since the presence of the definite article makes the interpretation The star (is) making a sunshine spectacular improbable. In initial position, only indexical the of types II and III described in 8.13.3, i.e. the preceding words like queen, moon, universe, etc., seems to occur in verbal headlines in which the verb, or part of the verb, is present. Besides, a picture generally occurs with these headlines showing what is referred to in the headline. Cf 8.13.2.

(ii) A past participle clause as in the following headline: American proposal to prevent scramble for money by countries (which are) affected by oil crisis. The referent of a preceding noun phrase is identical with that of the subject which may be postulated in the participial clause. A form of be may then also be supplied:

American proposal to prevent scramble for money by countries affected by oil crisis (T 19.2.74)

(iii) An infinitive clause:

Freedom to buy petrol in cans again (T 21.2.74)

Move to stop rise in mortgage interest rates (T 28.3.74)

There is no formal indication as to the grammatical status of move in the above headline. It may be analysed either as a postmodified noun head or, at least theoretically, as a finite verb in a subjectless construction. This type of construction has, however, been classified as nominal rather than verbal, as no subjectless verbal headlines with an unambiguously finite verb occur in the material (5.1).

Restrictive relative clauses, appositive clauses, participle clauses and infinitive clauses will all be referred to as modifying clauses.

(III) A non-verbal type of modification can be made by (i) a prepositional phrase:

Arrest after Oxford clash (T 14.2.74)

Whispers around the world.. (DMi 4.5.74)

A dinner at the White House (T 9.3.74)

CRISIS IN THE WARDS (DMi 13.5.74)

Although structurally similar to the above headlines, i.e. a noun phrase followed by a prepositional phrase, there are headlines which are different from these in being unacceptable if the postposed noun phrase is placed in premodifying position. Oxford clash arrest, World whispers, White House dinner, Wards crisis are all possible headlines. However, the following headlines cannot be replaced by constructions with premodifiers:

DONALD ZEC ON THE BIG BREAK-UP (DMi 26.4.74)

Senator Joe McCarthy by Roy Jenkins (T 16.3.74)

The constructions *Big break-up Donald Zec, and *Roy Jenkins Senator Joe McCarthy both seem odd.

These two headlines - the latter in the following form: Roy Jenkins on Senator Joe McCarthy, fit the formula given by Turner (2.6) in their deeper structures. They have a human subject and it would be possible to insert a verb expressing linguistic activity, for example write. Other examples of headlines with the same deep structure are:

Mr Ford on
possibility of
Senate trial

(T 3.4.74)

Love and marriage, by
the belly dancer who
wed a doctor of 90/
Branka tells her story

(DMi 13.3.74)

MY JOY, BY FREED MAN

(DMi 6.4.74)

The underlying structure of the last headline would be:
Freed man tells about his joy.

A few noun phrase heads have (ii) adverbial postmodification, as in the next headline:

FOR
ALL OUR
TOMORROWS
VOTE LABOUR
TODAY/
THE WAY AHEAD

(DMi 28.2.74)

The head of the noun phrase may be postmodified not only by one modifier but by several, MULTIPLE MODIFICATION, as already seen in some of the above headlines. Some examples of the wide range of possible relationships that may occur in postmodified nominal headlines are given below:[18]

Time (for a change)

(DMi 22.2.74)

Cracks ((in the image) (of Dr Kissinger))

(T 14.3.74)

Freedom (((to buy petrol) (in cans)) (again))

(T 21.2.74)

Decision ((next week) ((by engineers) ((on date)
(for overtime ban))))

(T 20.3.74)

Mr Paisley and Mr Rees ((in fierce duel) (of words))

(T 24.5.74)

The figures indicate how the parentheses should be interpreted.

5.2.10 Frequency of postmodifiers in nominal headlines

The frequency of different types of postmodification is shown in Table 4. As is indicated by the table, prepositional modification is by far the most frequent type of postmodification in nominal headlines. No marked difference in the proportion of modification types is seen between the two papers, except that relative clauses are more common in DMi than in T.

Type of postmodification		T		DMi	
		No.	%	No.	%
(I) Finite verbal	(i) Restrictive relative clause	4	1.3	17	10.8
	(ii) Appositive clause	1	0.3	-	
(II) Non-finite verbal	(i) Present participle clause	-		3	1.9
	(ii) Past participle clause	2	0.6	1	0.6
	(iii) Infinitive clause	20	6.4	6	3.8
(III) Non-verbal	(i) Prepositional phrase	271	87.1	127	80.9
	(ii) Adverb	13	4.2	3	1.9
Totals		311		157	

Table 4 Frequency of different types of postmodification in nominal headlines

5.3 Adverbial headlines

ADVERBIAL HEADLINES may have the following structures:
(a) A prepositional phrase:

Ransom riddle of earl and his wife/
AT THE
KIDNAP
GANG'S
MERCY (DMi 6.6.74)

By Mrs Marcia Williams (DMi 11.4.74)

The prepositional phrase may be modified by another prepositional phrase:

INSIDE
THE
VILLAGES
OF
HORROR (DMi 3.6.74)

Terror bomb victim
to wed the girl
who made him walk/
FOR THE
LOVE OF
JENNY (DMi 13.4.74)

(b) An adverb followed by for example the following types of structures:
An adverb followed by a prepositional phrase:

BACK WITH
A SPARKLE (DMi 27.3.74)

An adverb followed by an infinitive clause:

HOW
to please
the farmers
by Mr Crabtree (DMi 1.6.74)

An adverb followed by a conjunctional clause:

The world of
difference
between
Catherine and Mandy/
JUST WHEN
EVERYONE
THOUGHT THE
THALIDOMIDE
AFFAIR
WAS OVER.. (DMi 7.6.74)

(c) A noun phrase:

MIDNIGHT:/ New
alert after blast
rips Heathrow/
TERROR BOMB
IN NAAFI HQ/
Families flee
as the raiders
strike again (DMi 20.5.74)

A noun phrase consisting of a noun head followed by a prepositional phrase:

MIDNIGHT
IN ULSTER/
Strike bosses give the final order/
STOP! (DMi 28.5.74)

The noun phrase functions as a time adverbial.

There were only 11 adverbial headlines in the corpus, all occurring in DMi.

5.4 Headlines with more than one free structure

In HEADLINES WITH MORE THAN ONE FREE STRUCTURE, verbal, nominal or adverbial structures may occur together. These structures are 'free' in the sense that they are not linked by subordinators, coordinators, or commas. Nor can they be combined to form one clause by the insertion of a finite form of the auxiliary be. (Compare the headline: Cleared! The man who spent nine months in prison, in which (is) cleared can be considered the preposed verb of the subject the man... (9.7)).

The fact that the structures have been set in the same size and style of type shows that they belong to the same deck (1.4). The structures are separated by one of the following punctuation marks. A colon is the most frequent type, but a dash, a question mark, an exclamation mark, a semicolon or one or more periods occasionally occur.

Verbal + Verbal:

Labour lead Tories by 7%:
Liberals maintain position (T 26.4.74)

Although direct speech "notionally... has the function of an element in the clause structure of the reporting sentence" it nevertheless "retains its status as a main clause" (cf Quirk et al. 1972:785). It therefore seems reasonable to include reporting clauses + direct speech among free structures:

FUGITIVES
TOLD: YOU
CAN KILL
TROOPS (DMi 29.3.74)

Verbal + Nominal:

Mr Healey is
Chancellor: new
prices ministry (T 6.3.74)

Nominal + Verbal:

Football: Dry moats
recommended to
guard pitches (T 24.5.74)

Oh boy, Newsboy! The Mirror tipster strikes again
(DMi 16.4.74)

Nominal + Nominal:

First World War:
Cowardice
at the front (T 7.3.74)

Pension
shock:
No rise
'until
1975' (DMi 29.5.74)

Although the colon has many specialized uses in HL, its function is fundamentally the same as in other types of texts: i.e. what follows the colon is an explication of what precedes it or a fulfilment of the expectation raised (Quirk et al. 1972:1065-7). (Compare also for example The Associated Press (1970:15), Carey (1971:34-7) and The University of Chicago Press (1969:118). In the headlines below, the topic of the adjoined article is given in the first free structure and a further description of it follows in the second:

BUDGET: IT'S A HEALEY
MARATHON (DMi 26.3.74)

Spring books: Review of
Jan Morris's 'Conundrum' (T 25.4.74)

Invalid tricycles: Why
they should
be withdrawn (T 28.3.74)

There are instances in which one of the structures resembles direct speech in being accompanied by another free structure indicating either explicitly of implicitly who is the speaker or writer:

Mystery man
orders: Give
£500,000 to
the starving (DMi 26.2.74)

GPS IN SEX
SECRETS
REVOLT/
Doctors advised: You need not
tell if under 16's get the pill (DMi 15.5.74)

In the reporting sentences of HL, the expression indicating

who is the speaker usually but no always precedes the colon, thus differing from usage in other kinds of texts. Still, the first structure may be viewed as being notionally 'superordinate' to the second in expressing the most prominent and striking idea - somebody telling why he lost - Heath only signifying the person to whom I refers:

WHY I
LOST:
HEATH (DMi 9.3.74)

Although the relationship between the structures may generally be viewed in terms of 'subordination', such a categorization is harder to apply in:

Labour lead Tories by 7%:
Liberals maintain position (T 26.4.74)

The structures are parallel in that both express the results of an opinion poll.

5.4.1 Frequency of headlines with more than one free structure

T has a high number of nominal structures in headlines with more than one free structure (64 or 64.6%) compared with DMi (19 or 33.9%). See Table 5. The share of nominal structures in T is also much higher than the proportion of nominal headlines in the rest of the corpus in the same paper, which is 22.2% (cf Table 6). In DMi the figure 33.9% is lower than the one obtained for the nominal headlines in this paper, which is 46.5%. 49/1281, or 3.8% of the total number of decks in T are of the type of headline described in this section and 28/566, or 4.9% of those in DMi.

	T				DMi				
	Nominal	Verbal	No. of free structures	No. of headlines	Nominal	Verbal	Adverbial	No. of free structures	No. of headlines
Verbal + Verbal		16	16	8		22		22	11
Verbal + Nominal	5	5	10	5	1	1		2	1
Nominal + Verbal	13	13	26	13	12	12		24	12
Nominal + Nominal	44		44	22	6			6	3
Nominal + Nominal + Verbal	2	1	3	1					
Verbal + Adverbial						1	1	2	1
Totals	64(64.6%)	35(35.4%)	99	49	19(33.9%)	36(64.3%)	1(1.8%)	56	28

Table 5 Frequency of free structures

5.5 Nominal, verbal and adverbial headlines compared

An earlier study of the development of the headline (Maurer 1972:153) shows that in 1925, 10% of the first deck headlines of T were verbal, compared with 27% of those in DMi. Maurer's figures for 1967 are 61% for T and 62% for DMi. The results obtained in the present investigation indicate that T has 77.8% verbal headlines and DMi 51.6% (see Table 6). Headlines accounted for in 5.4 have been counted as verbal if the first free structure is verbal, and as nominal if the first free structure is nominal. The figures for these headlines have been given within square brackets in the table. Provided that the classifications have been carried out in a similar manner (which cannot be taken for granted since not enough information is given by Maurer) the results show that the frequencies for the two newspapers have first converged and later again diverged. In 1974, T contains more verbal headlines than DMi where there has been a proportional decrease in verbal headlines since 1967. During the same period, connotative headlines have, however, become more frequent in DMi (W. Soutar, personal communication), a fact which may explain the increased use of nominal headlines, which often seem to be connotative (1.5, 4.5).

Type of headline		T		DMi	
		No.	%	No.	%
Verbal		996[13]	77.8	292[13]	51.6
Non-verbal	Nominal	285[36]	22.2	263[15]	46.5
	Adverbial	-		11	1.9
Totals		1281		566	

Table 6 Frequency of verbal, nominal and adverbial headlines

It has often been stressed that the verb is vital in headlines. Under the heading 'The all important verb', Garst and Bernstein (1963:143-6) state in their manual for journalists that the verb, more important than any other factor, is the key to a successful headline. It adds vigour, colour, and action to the headline. It is considered an excellent rule always to have a verb in the headline. The verb makes the headline live in contrast to most headlines without one, which are regarded as only half alive (Evans 1974:25-6). Journalists are recommended to write active headlines at the National Council for the Training of Journalists, and "to be active a headline must contain a verb or the verb must be implied".[19] Although a nominal headline may certain a verb, the proportion of nominal headlines in the present corpus is, in the light of the advice and recommendations cited above, surprisingly high. Is every second headline in DMi and every fifth headline in T only half alive, colourless and unsuccessful (9.8)?

6. Functional headline types

Headlines can be divided into four functional types: statements, questions, commands and exclamations. Formally they may have a verbal, nominal or adverbial structure. The distribution of the functional headline types with regard to their structural type is shown in Table 7.

6.1 Statements

The primary function of statements (whose structure can be nominal and adverbial as well as verbal) is to convey information (Quirk et al. 1972:386). They are by far the largest in number of the functional headline types: No less than 99.2% of the headlines in T and 87.1% of those in DMi (Table 7) constitute statements, for example:

Autobahn bridge
collapse
kills nine men (T 1.5.74)

J H Vavasseur
suspension (T 1.5.74)

6.2 Questions

In CC, questions are primarily used to express the speaker's lack of information which he expects to be supplied by the listener. The placing of the operator in front of the subject or the initial positioning of an interrogative element may be used as indications of questions. Also, like a rising intonation in speech, a question mark in writing may make any kind of structure into a question. The function of headlines followed by a question mark may be that of expressing real lack of information, i.e. an answer provided in the text may be only

tentative:

Who will take up
France's
burdens? (T 8.4.74)

Who were the butchers of Ireland? (DMi 18.5.74)

In HL, this type of construction is, however, usually employed only to show what question is being answered by the text as in:

WHO
shared
a date
with
way-out
Nureyev? (DMi 15.5.74)

No response is of course expected on the part of the reader, headlines being a one-way channel of communication. The question form is chosen in order to make the reader ask the question himself and hence proceed to the text where he might find the answer. T, using a news-style typography, has comparatively few questions, whereas in DMi, which uses a free-style typography, headlines (decks or free structures) having the form of questions are more common (0.5% in T but 4.9% in DMi)(Table 7). Generally the headline questions in T are found in the top right hand corner set in fairly small size of type followed by a page reference to an inside page:

Is it time to return
to the gold
standard? (T 1.5.74)

WHY
are the
squatters
having a
dust-up? (DMi 1.6.74)

6.3 Commands

Commands, with the verb in the imperative and typically without

a subject, are found in both papers although much more frequently in DMi than in T (0.2% in T but 3.7% in DMi). Commands are particularly common in the language of advertising (Leech 1966:110, Pettersson 1974:142), where, as in HL, they may be used as a means of making the listener/reader involved by addressing him directly and urging him to action:

FOR
ALL OUR
TOMORROWS
VOTE LABOUR
TODAY
(DMi 28.2.74)

WIN
A FABULOUS SET OF
SUMMER PRIZES
(DMi 10.6.74)

Help us to find out
THE TRUTH ABOUT WOMEN
(DMi 13.3.74)

The person addressed may, however, also be mentioned in the headline, as in:

Libs tell
Wilson:
Cool it
or else
(DMi 11.3.74)

The identity of the person addressed, may be revealed in the adjoining text, as in:

Get sterilized!/
PRICE OF
A WIFE'S
HOME
LOAN
(DMi 26.3.74)

ART GRAB
RANSOM/
Mystery man
orders: Give
£500,000 to
the starving
(DMi 26.2.74)

or it may be obvious by the non-linguistic context, as for example in the following headline which presupposes that the

reader knows what people are involved in an ongoing strike in Ulster:

MIDNIGHT
IN ULSTER/
Strike bosses give the final order/
STOP!
(DMi 28.5.74)

One of the few commands in T is in the following headline:

Mr Hesley
challenges
Opposition:
'Defeat us'
(T 17.5.74)

6.4 Exclamations

Exclamations, ending with an exclamation mark and frequently introduced by what, occur in 4.2% of the headlines of DMi. (There are no examples in the corpus of T):

Oh, what
a bonnie
bonanza!
(DMi 21.5.74)

WHAT A
LIBERTY!
(DMi 10.6.74)

JUST
DIVINE!
(DMi 5.6.74)

Oh,
what
a
lovely[20]
demo!
(DMi 21.5.74)

6.5 Frequency of statements, questions, commands and exclamations

Exclamations, commands and questions are rare in T, where they constitute or form a part of only 0.8% of the headlines. In

DMi, the corresponding figure is 12.9%, i.e. headlines, decks or free structures of these types (1.5) are much more frequent in DMi than in T. Exclamations, commands and questions are always connotative, whereas statements either function as summary heads or are connotative (cf 4.5).

Structural type	Functional type							
	T				DMi			
	Statement	Question	Command	Exclamation	Statement	Question	Command	Exclamation
Verbal	977	5	1	-	228	25	18	8
Nominal	249	-	-	-	234	1	-	13
Adverbial	-	-	-	-	11	-	-	-
More than one free structure	45	2	2	-	20	2	3	3
Totals	1271 (99.2%)	7 (0.5%)	3 (0.2%)	-	493 (87.1%)	28 (4.9%)	21 (3.7%)	24 (4.2%)

Table 7 Frequency of statements, questions, commands and exclamations in the four headline types in T and DMi

7. Complexity in headlines

The structure and the function of headlines have been dealt with in chapters 5 and 6. In this chapter the headlines will be studied in terms of complexity. COMPLEXITY can be measured in various ways, for example in terms of the number of words or in types of different constructions. Although the focus here will be on types of complexity, the findings are also of potential interest for the study of readability.

7.1 Readability and complexity

As the "headline must 'sell' the story" (cf note 19), i.e. catch the reader's attention in such a way that he wants to read the article, the headline must be readable. If this condition is to be fulfilled the potential reader should immediately understand the meaning of the headline or be led to peruse the article by the evocative power of the words themselves. If the headline does not have this impact, the story will probably be left unread. A number of factors affect the READABILITY of a headline, i.e. the ease with which a headline is understood and read. One important factor is the extent to which the reader is familiar with HL. Others are the visibility and, consequently, the visual effect of the headline.[21] Familiarity with the subject matter of the headline will increase the reader's interest and facilitate his comprehension of the headline. To achieve high readability, a headline should be short enough to be read quickly, but still long enough to convey the interesting facts in such a way that the words make sense. The readability of a headline will partly be determined by its linguistic complexity (cf the definition of readability given by Björnsson 1968 and Platzack 1974). The following linguistic factors will be investigated:

Number and length of words in headlines (7.2);
Number and types of clauses (7.3-8);

Number of modifying words in noun phrases (7.9-10).

7.2 Number and length of words in headlines

Because of the different typographical display used by T and DMi, it might be expected that T, generally using considerably smaller headline types, would have room for longer headlines than DMi. Another reason for believing that the headlines might be longer in T is that the average reader of this newspaper is probably more prepared to read longer headlines than the average DMi reader (Williams 1962:60-2). To test this assumption regarding headline length, the first and the last hundred headlines in the corpus of each paper (200 headlines from each paper) were investigated with respect to the average number of words[22] contained in a headline, including all its decks. The result showed practically no difference between the two papers in this respect (Table 8). The figures obtained were about 7 words for both papers, which, according to Miller (1956 and 1969), happens to be the number of items we are able to memorize at a glance and repeat correctly.

	T	DMi
The first 100 headlines	7.07	7.27
The last 100 headlines	7.03	6.90

Table 8 Average length of a headline in terms of number of words

In spite of this equality of length in the headlines of the two papers, those appearing in DMi seem easier to read. This is probably partly due to the fact that, in contrast to those in T, they are generally split up into decks. If the length of the decks, rather than that of the complete headline, is compared in the same material described above, there is indeed a contrast between the newspapers (see Table 9).

	T	DMi
The first 100 decks	7.0	5.39
The last 100 decks	6.96	5.31

Table 9 Average length of a deck in terms of number of words

The average length of the first and the last 100 words of T and DMi headlines, counted as the number of characters, also shows a difference, and this shorter word length may contribute to the general impression that the headlines of the latter paper seem easier to read (see Table 10).

	T	DMi
The first 100 words	5.03	4.28
The last 100 words	5.08	4.38

Table 10 Average length of a word in terms of number of characters

7.3 Number and types of clauses

As the average deck is shorter in DMi than in T, the number of clauses in each deck might also be expected to be smaller in DMi. In order to verify this assumption, the headlines have been divided into SIMPLE HEADLINES, which contain only one clause, and COMPLEX HEADLINES, which consist of more than one clause. A headline consists of at least one clause. In HL, a clause may be realized as a structure containing both subject and verb, or it may lack one of these elements, as for example in the structures described in 5.1.3-5. In complex nominal

headlines, the main clause is represented by a nominal structure (5.2). In adverbial headlines, the first clause is realized as a prepositional phrase, an adverb or a noun phrase indicating time (5.3). The above definition of a clause shows that a clause may be complete or incomplete, if related to clause structures in CC. Thus the term 'clause' covers both complete (i.e. major) and incomplete (i.e. minor) clauses or sentences (cf Crystal and Davy 1969:49-51).

Complex headlines can be divided into four types:

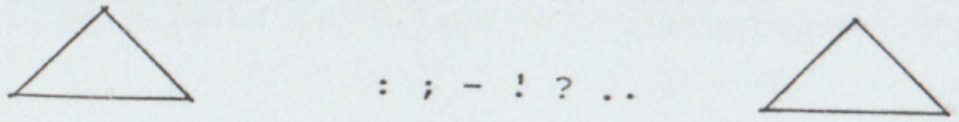
I. Headlines with more than one free structure
II. Quotation + comment clause
III. Coordinated structures
IV. Main clause + dependent clause

The classification has been based on a process of successive elimination, yielding a hierarchy of types. That is, type I may contain instances of types II-IV, type II may contain instances of types III-IV and type III may contain instances of IV. Thus type IV is a residual category. Notice that each headline has only been counted once and assigned to the highest possible category.

The frequency of clauses in these types is accounted for in Table 13, section 7.8.

7.4 Headlines with more than one free structure

A headline is said to consist of MORE THAN ONE FREE STRUCTURE if a verbal, nominal or adverbial structure occurs together with another verbal, nominal or adverbial structure written in the same typographic style and size of type. These structures are not part of the same clause and are not linked by subordinators, coordinators or commas (cf 5.4). If a free structure is represented by a triangel, the typical relationship between the structures in this type of complex headlines may be illustrated as below. The structures are separated by one of the punctuation marks given in the figure:



Each free structure consists of at least one clause. In the following headline, the first free structure is nominal (Football) and represents one clause. The second free structure, which is verbal, has two clauses (dry moats recommended and to guard pitches (cf 7.7.5):

(1) (Football) : (Dry moats recommended) (to guard pitches) (T 24.5.74)

In the next headline, verbal + nominal, each free structure has one clause:

(2) (Mr Healy is Chancellor): (new price minister) (T 6.3.74)

All headlines of this type consist of two free structures except one with three free structures (see Table 5, section 5.4.1):

(3) 'Britons in two air horrors: Turkish DC10 disaster: Reporter from 'The Times' in plane hijacked to Holland/
200 passengers from British Airways among the 345 killed in worst plane crash on record/
Passengers run from VC 10 set on fire by Arab hijackers (T 4.3.74)

When a free structure contains more than one clause the second clause is generally dependent (14 out of 18), see for example headlines (1) and (3) above: to fight corruption and hijacked to Holland). Four free structures each consisted of two coordinated clauses, for example:

27 killed, hundreds hurt by Eire car bombs:
Rush-hour devastation in Central Dublin (T 18.5.74)

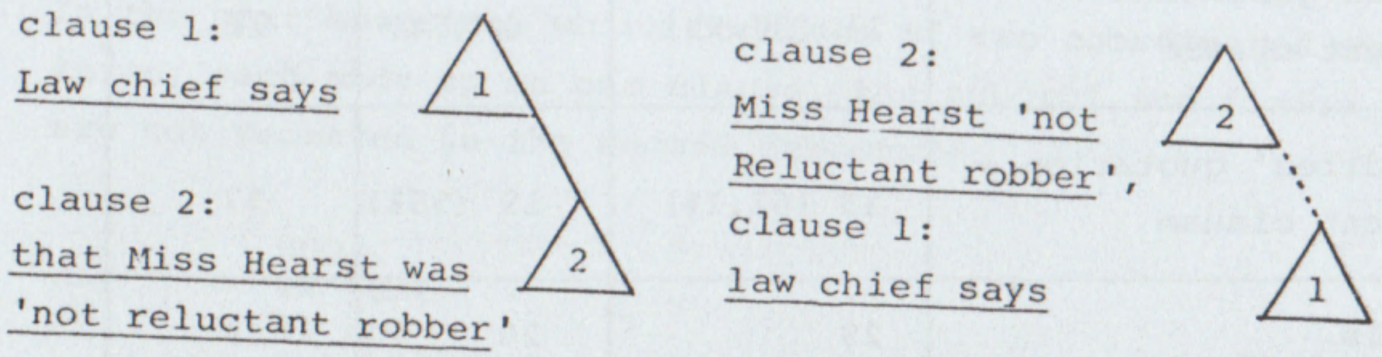
Race: Solving one difficulty and creating another (T 19.4.74)

7.5 Quotation + comment clause

This type, QUOTATION + COMMENT CLAUSE, is relatable to structures in which the main clause contains a transitive verb requiring a quotation as direct object. As the quotation may be analysed as a constituent of the main clause the relationship between the two clauses is that of subordination. Such structures have been classified as main clause + dependent nominal clause (7.7.6): Law chief says that Miss Hearst was 'not reluctant robber'. It can be related to:

> Miss Hearst 'not reluctant robber', law chief says (T 18.4.74)

which is not, however, a straight forward paraphrase of the former sentence. The comment clause, (clause 1), is here only "loosely related" to the main clause, (clause 2) (cf Quirk et al. 1972:778-80), which is indicated by a broken line in the figure below. It approaches an adverbial in function in giving subsidiary information to what is expressed in the main clause:



Quotation + comment clause may be divided into two subtypes: EDITED QUOTATION + COMMENT CLAUSE and 'UNEDITED' QUOTATION + COMMENT CLAUSE.

7.5.1 Edited quotation + comment clause

Headlines like Miss Hearst 'not reluctant robber', law chief says have been regarded as containing an edited rather than an 'unedited' quotation. The reason is that items that would occur

in direct speech have been left out. In direct speech the clause might read: Miss Hearst is not a reluctant robber, i.e. with a form of be between the subject and not and the indefinite article with the noun. Exactly what was said is given at the beginning of the text:

> Mr William Saxbe, the Attorney General, today stated his belief that Miss Patricia Hearst "was not a reluctant participant" in a San Francisco bank holdup this week.

Other examples of edited quotation + comment clause are the following. Parentheses have been inserted to indicate that something can be added:

> Royal commission ( ) to study ( ) conflict of interests in public life, Mr Wilson says (T 30.4.74)

> Pressure ( ) growing to bring troops home from Ulster, minister says (T 25.4.74)

7.5.2 'Unedited' quotation + comment clause

In contrast to edited quotations, 'unedited' quotations do not differ from what may actually be heard in speech. However, they may or may not comply with CC. The first (underlined) clause in the following headlines is a CC structure:

> EEC food prices rose less, Brussels says (T 19.3.74)

> LIB SHOCKER/ Thorpe's men will clobber Tories most, say Labour (DMi 25.2.74)

Quotations which are incomplete in relation to CC are also regarded as 'unedited' speech, if no element is missing within the quotation:

( ) MORE BOMBS TODAY, YARD WARN (DMi 8.4.74)

( ) 'Social contract'
under Labour
can save Britain,
Mr Wilson says (T 18.2.74)

( ) Unthinkable that Mr Short can
remain in his post, former
Labour Solicitor General says (T 6.5.74)

The quotations in these headlines may be turned into CC structures by the addition of one or more words at the beginning of the quotation, for example the indefinite article, existential there or anticipatory it (Quirk et al. (1972:955-9) plus a form of be, all of which are comparatively void of information: There will be more bombs today, Yard warn. A 'social contract' under Labour can save Britain, Mr Wilson says. It's unthinkable that Mr Short can remain in his post, former Labour Solicitor General says. The quotations may be regarded as instances of prosiopesis, i.e. when in speech the beginning of a sentence "falls out" (Jespersen 1924:310).

Four out of 37 headlines (Table 11) have reversal of the 'unedited' quotation + comment clause order, as in:

Enoch says I've
voted Labour (DMi 27.2.74)

This structure is also similar to some of those structures which in this chapter have been classified as type I (more than one free structure). In this latter type the speaker is introduced in the first free structure, and the second is a quotation:

Enoch Powell:[23] Why
I did not fight
the election (T 11.3.74)

'Unedited' quotations, although in agreement with what may be heard in speech, do not seem to represent exactly what is actually said - which may be found in the article - but have

often been altered by the headline writer to fit the headline. The word 'unedited' has been placed within quotes to indicate that it is only formally that the quotation is viewed as unedited.

7.5.3 Frequency of edited and 'unedited' quotations

'Unedited' quotation + comment clause headlines are more frequent than the edited type in both papers with 62.1% in T and 95% in DMi (Table 11). The difference between the papers reflects the tendency of DMi to use a more personal and direct style than T. A difference in word order in the comment clause may be noted. In T all quotation + comment clause headlines with the exception of one 'unedited' quotation + comment clause have subject-verb word order in the comment clause. The reversed word order, verb-subject, is quite frequent in DMi (12 out of 20 clauses).

	T	DMi	Totals
Edited quotation + comment clause	11 (37.9%)	1 (5%)	12
'Unedited' quotation + comment clause	18 (62.1%)	19 (95%)	37
Totals	29	20	49

Table 11 Frequency of edited and 'unedited' quotation + comment clause

When headlines of the type quotation + comment clause contained more than two clauses in the quotation, one of the clauses is generally dependent (16 out of 18), as in:

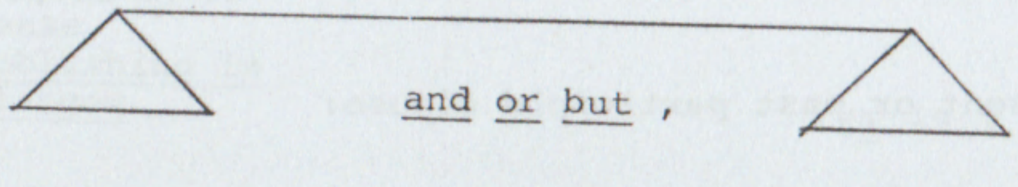
POLL IF
I LOSE,
WILSON
WARNS (DMi 16.3.74)

Two clauses were, however, coordinated:

'No court can stand by and allow its orders to be defied or ignored',
Sir John Donaldson tells AUEW/
Engineering strike call is feared after order to
seize union assets
(T 4.5.74)

7.6 Coordinated structures

COORDINATED STRUCTURES are two or more verbal structures which are linked by a coordinating conjunction, and, or, but, or by a comma with the same function as a coordinating conjunction. In both HL and CC, the subject or the subject and the finite verb may be shared between the structures (see also 5.1.6). This linking of the structures, which have equivalent status and function, is indicated by the line in the figure below, which shows the relation between them:



In the next headline, which consists of two coordinated structures, each made up on one clause, the subject and finite verb are not repeated in the second structure:

WHO
is just
10 and
watching
her
weight?
(DMi 15.5.74)

Both subject and verb, finite in the first and non-finite in the second clause, are present in the two structures below, which are coordinated by a comma. The subordinated clause, introduced by as, belongs to both structures - (16 children die, 70 hurt,) as Israelis storm into terrorist-held school:

16 children die, 70 hurt, as Israelis
storm into terrorist-held school (T 16.5.74)

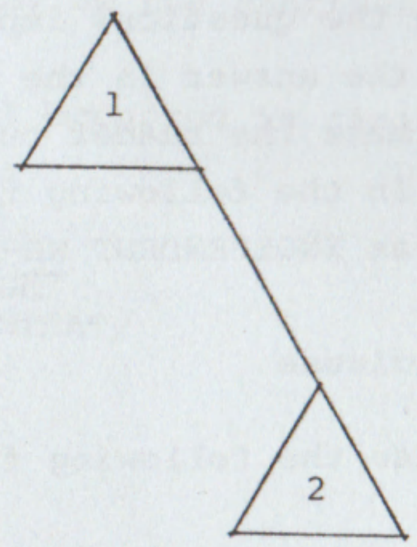
When there are more than two clauses the third one is in most cases a dependent clause, as is the case in the above headline. Two headlines contained three coordinated clauses:

Five die, 28 injured,
town centres wrecked (T 1.4.74)

29 workers dead, more than 40 injured and
huge area of surrounding land devastated
(T 3.6.74)

7.7 Main clause + dependent clause

In contrast to headlines consisting of free and coordinated structures, which contain constituents of the same level, the relationship between a MAIN CLAUSE and a DEPENDENT CLAUSE is that of subordination, i.e. the dependent clause (2) functions as an element or part of an element in the structure of the main clause (1):



In the next headline as Rees talks fail is an example of a dependent clause:

Ulster clash feared as
Rees talks fail (T 18.5.74)

7.7.1 Dependent clauses functioning independently

Finite verbal clauses which in CC only function dependently

can be found without a superordinate clause in HL. In the present material, all dependent clauses with an independent function (most of them in DMi (cf 8.11), appeared as simple headlines. They were all wh-clauses, 11 beginning with what, 15 with why, 4 with how, 1 with when:

WHAT THE
WELL-HEELED
PLAYBOY
IS WEARING (DMi 30.3.74)

WHY
HAROLD
WILSON
WON'T
LIVE IN
NUMBER
TEN (DMi 8.3.74)

HOW I PLANNED THE
GREAT ESCAPE (DMi 28.3.74)

The adjoined texts answer the questions implicit in these headlines. By not giving the answer in the headline, the subeditor probably hopes to make the reader curious enough to look for it in the text. In the following this type of headline will be referred to as INDEPENDENT WH-HEADLINES.

7.7.2 Types of dependent clause

Together with a main clause the following functional types of dependent clauses occur:
(a) Modifying clauses
(b) Complementary clauses
(c) Adverbial clauses
(d) Nominal clauses
(e) Comparative clauses
Except in some comparative clauses, in which there may be ellipsis of the verb, a dependent clause has either a finite or a non-finite verb.

In the following sections, the discussion will be restricted to those clause types which are relatively frequent in HL.

7.7.3 Modifying clauses

A MODIFYING CLAUSE modifies a noun phrase i.e. it is part of another clause element. The modifying clause may be (i) a restrictive relative clause:

Terror bomb victim
to wed the girl
who made him walk/
FOR THE
LOVE OF
JENNY (DMi 13.4.74)

No reason for any of
his staff 'to forfeit
trust I place in them' (T 9.4.74)

(ii) an appositive clause:

Report that two tapes are copies is denied (T 18.2.74)

(iii) a present or past participle clause:

REGGIE ON
THE
RACK/
TV reveals five Maudling
letters backing Poulson (DMi 7.5.74)

Delhi pact frees PoWs accused of
war atrocities in Bangladesh (T 10.4.74)

(iv) an infinitive clause:

Measures to curb Abortion Act abuses urged in report (T 4.4.74)

BLOODBATH
PLOT/
Wilson reveals
IRA plan to stir
up Ulster blitz (DMi 14.5.74)

7.7.4 Complementary clauses

A COMPLEMENTARY CLAUSE functions as a verb complement. Generally the non-finite verb is (i) a to-infinitive as in:

Clifftop body
believed to be
missing scientist (T 6.6.74)

It may also be (ii) a bare infinitive:

Greig and Knott help
England recover (T 7.3.74)

or (iii) and ed- or ing- participle:

Three hospital
patients
found hanged (T 30.5.74)

'Express' to
cease
publishing in
Glasgow (T 19.3.74)

7.7.5 Adverbial clauses

ADVERBIAL CLAUSES serve as adverbials in the main clause. They may be placed in various semantic categories such as (i) clauses of time:

Police plea after
device is
found in store (T 30.3.74)

(ii) clauses of condition:

Government must
back down
on pay if it is to
avoid defeat (T 15.3.74)

(iii) clauses of manner:

MAGYAR
TUDOMÁNYOS AKADÉMIA
KÖNYVTÁRA

M Pompidou to be buried
today as he wished in
ceremony without pageant (T 4.4.74)

In addition to clauses of manner, as may introduce clauses of time as well as clauses of reason or cause. In the following headlines as introduces clauses of time:

Irish Cabinet meets as city is declared a disaster
area (T 8.6.74)

3,000 march in London as IRA
man's body is brought from jail (T 8.6.74)

Miners' pay talks start again as
end of Phase Three is signalled (T 6.3.74)

No less than 44 adverbial clauses, or 57% of the total number, were introduced by as. One reason for this high proportion of as-clauses in headlines may be the shortness of as.

All adverbial clauses (86) occurred in final position except two which were quotations:

IRA's GRIM PLEDGE/
PRICE SISTERS THREAT/
'If they die,
there will be
devastating
consequences' (DMi 31.5.74)

'If you hear about my body
lying face down in a puddle
or ditch, you will know I
have been telling the truth' (DMi 17.4.74)

An adverbial clause may be difficult to distinguish from a modifying clause:

Mr Heath scorns Wilson plan for
summit talks to end pits dispute (T 15.2.74)

Minister changes plans to
restrict retail profit (T 6.4.74)

Either Mr Heath scorns Wilson's plan for summit talks which will end pits dispute or Mr Heath scorns Wilson's plan for summit talks because he (Heath) will end pits dispute. A minister changes plans which restrict retail profit or the minister changes plans because he wants to restrict retail profits. However, knowledge of the wider context generally disambiguates this kind of structure.

7.7.6 Nominal clauses

NOMINAL CLAUSES have a function approximating to that of a noun phrase (Quirk et al. 1972:732). In CC, they may function as for example subject, object or complement. In HL, this type of clause generally seems to function as object, as in:

Labour must accept
that Trade Union
Bill will be altered (T 17.5.74)

Mr Heath insists that strong government is main issue
(T 18.2.74)

Corresponding noun phrases for the nominal clauses above would be alterations in Trade Union Bill and on strong government being main issue. These clauses are, however, exceptional in that they contain the conjunction that. Otherwise, that is generally zero (47 out of 51 instances) in HL, as in:

Dr Kissinger reveals ( )
US and allies held
talks on arms control (T 22.3.74)

Pakistan fears ( ) India may
use 'nuclear blackmail' (T 20.5.74)

Most main clauses followed by a dependent nominal clause have either say or tell as verb:

President Nixon
says he will
not resign in any
circumstances (T 17.5.74)

Court is told Mr Milhench has answer
to charge of criminal deception (T 23.4.74)

7.7.7 Frequency of dependent clause types

Table 12 gives the frequency of dependent clauses in various functions, when they occur together with a main clause. In DMi modifying clauses are more frequent than any other type of dependent clauses, 52.6% as compared with 29.9% in T. In this news-paper 51.3% of type IV headlines are nominal headlines whereas the corresponding figure for T is only 15%. Modifying, complementary and adverbial clauses have roughly equal distributions in T (29.9%, 28.6%, 25.2%).
Complementary, adverbial and nominal clauses have higher proportions of the total number of dependent clauses in T (28.6%, 25.2%, 16.0%) than in DMi (23.7%, 15.8%, 7.9%).

Function of dependent clauses in type IV	T				DMi					Totals
	Type of headline			%	Type of headline				%	
	Nominal	Verbal	Totals		Nominal	Verbal	Adverbial	Totals		
(a) Modifying	27	61	88	29.9	27	12	1	40	52.6	128
(b) Complementary	3	81	84	28.6	5	13	-	18	23.7	102
(c) Adverbial	14	60	74	25.2	7	4	1	12	15.8	86
(d) Nominal	-	47	47	16.0	-	5	1	6	7.9	53
(e) Comparative	-	1	1	0.3	-	-	-	-	-	1
Total number of dependent clauses in type IV	44 (15.0%)	250 (85.0%)	294		39 (51.3%)	34 (44.7%)	3 (3.9%)	76		370

Table 12 Frequency of dependent clauses of type IV of complex headlines

7.8 Number of clauses in headlines

The majority of complex headlines, i.e. headlines consisting of more than one clause, are of the type main clause + dependent clause, 71.7% (10.2% nominal + 61.5% verbal headlines) in T, and 54.7% (28.6% nominal + 24.4% verbal + 1.7% adverbial headlines) in DMi (see Table 13). The second largest group is free structures, 13.1% and 23.5% of all complex headlines in T and DMi, respectively. (A more detailed account of this type is given in Table 5, 5.4.1).

The number of clauses in a headline, as well as its length, may be assumed to affect its readability (7.1). The figures obtained for the number of clauses show that in this respect also, the headlines of T can be expected to have a lower degree of readability than those of DMi. 29.2% of all the headlines of T and 21.0% of those in DMi contained more than one clause. Headlines consisting of more than two clauses were about equally frequent in the two papers, 4.1% in T and 4.4% in DMi.[24]

Type of complex headline	T					DMi				Totals
	No. of headlines	No. of clauses				No. of headlines	No. of clauses			
		2	3	4	5		2	3	4	
I. Free structures	49 (13.1)	35	13	1		28 (23.5)	24	4		77
II. Quotation + comment clause	29 (7.6)	21	7		1	20 (16.8)	12	8		49
III. Coordinated structures	28 (7.5)	20	8			6 (5.0)	2	3	1	34
IV. Main clause + dep. clause										
Nominal	38 (10.2)	33	4	1		34 (28.6)	30	3	1	
Verbal	230 (61.5)	212	16	2		29 (24.4)	25	3	1	333
Adverbial						2 (1.7)	1	1		
Total number	374	321	48	4	1	119	94	22	3	493

Table 13 Frequency of clauses in complex headlines (Percentages within parentheses)

7.9 Number of modifying words in nominal headlines

The number of different types of premodifiers and postmodifiers in nominal headlines has been accounted for in Tables 3 and 4, sections 5.2.8, 5.2.10. In order to measure the degree of complexity in the modification structure of nominal headlines in terms of words, the average number of modifying words (here including also determiners) was calculated, rather than types of modification, which may vary in length. For example, in the next two headlines, the same type of postmodification, a relative clause, consists of 5 words - that simmers below society's surface - in the first headline but only of 2 - that changed - in the second:

The violence that
simmers below
society's surface (T 20.5.74)

The seats that changed (T 1.3.74)

In the first of the following headlines, the noun head is modified by two prepositional phrases (the second being included in the first) - behind the peril and to Britain - but in the second headline there is only one postmodifying phrase - of a wife's home loan. The number of words in postmodifying position in the two headlines is, however, the same:

The facts
behind
the peril
to Britain (DMi 26.2.74)

Get sterilised!/
PRICE OF
A WIFE'S
HOME
LOAN (DMi 26.3.74)

The average number of postmodifying words in nominal headlines of type (c), i.e. postmodified, and (d), pre+postmodified nominal headlines, is shown in Table 14. Strictly speaking, 'postmodifying' is here a misnomer as words in the postponed ad-

verbial clauses have also been counted (cf 5.2.6). This has been done as there is no reason to believe that words in postponed adverbial clauses differ from words in postmodifying structures in terms of complexity.

	T	DMi
Type (c)	5.55	4.44
Type (d)	4.02	3.57

Table 14 Average number of postmodifying words

The complexity of the postmodification structure (measured as the number of words) is greater when the noun phrase head is not also premodified, i.e. in type (c) than in type (d). The average number of postmodifying items in nominal headlines is greater in T than in DMi.

The length of the premodification structure in terms of the number of words in nominal headlines is shown in Table 15. However, premodified structures in which the head is followed by an adverbial clause (4 in T, 3 in DMi, see 5.2.6) have been excluded. By doing so, complexity may be compared in structures in which the noun head has only preceding and no following items.

	T	DMi
Type (b)	1.88	2.29
Type (d)	1.41	1.52

Table 15 Average number of premodifying words

The pre+postmodification type (d) has a lower value for the average number of premodifying words than when the noun phrase head is premodified only (type b). There is, however, no great difference in the complexity of premodification structure between T and DMi.

Although the average length of postmodification structures is greater than that of premodifications, this does not necessarily mean that a premodified structure is easier to read and understand than a longer postmodified structure (cf Yngve 1961). Compared with this type of structure, premodified constructions are less explicit. A premodified noun phrase like:

Pit peace plans/
THEY
BOTH
SAY
'NO' (DMi 15.2.74)

may be rephrased in a more explicit manner as plans for peace in pits. Although the postmodification is four words longer than the premodification, two words, the former construction does not seem to be more difficult to comprehend than the latter. Being less explicit, premodification structures give rise to ambiguity much more often than postmodification structures, and this may hamper comprehension.

YOUR BIG BUDGET COVERAGE (DMi 27.3.74)

is for example interpretable as your big coverage of the budget or your coverage of the big budget, i.e. either the budget coverage is big or only the budget. Premodified structures are, however, more economical than corresponding postmodified structures in terms of number of items, a fact to be considered in headline writing.

7.10 Complexity in the modification structure as an index of style

The complexity of the structure of the noun phrase in four different styles of discourse (informal speech, fiction, serious talk and writing, and scientific writing) has been investigated by Aarts (1971) and Quirk et al. (1972:933-4). Quirk et al.

analyse a material of about 17,000 noun phrases from the Survey of English Usage files. As information of this kind is rare, the results of their investigation offered a unique opportunity of comparing HL with other varieties of language as regards complexity.

In the present material, 2752 noun phrases in the verbal headlines were examined, 2222 in T and 530 in DMi. They were divided into the same categories as those in the Quirk et al. material, i.e. simple noun phrases, consisting of pronouns, names, and nouns having no heavier modification than closed system items (5.2.2), and complex noun phrases which embraced all other noun phrases. Pronouns and names were distinguished as a subclass of simple noun phrases because of their distributional and numerical importance.

The results are given in four tables. Tables 16 and 18 are based on the one given in Quirk et al. (1972:933). In order to make it possible to compare varieties and categories within varieties, percentages have been added. The tables have also been extended with a colum containing the total number of instances of noun phrases as subject and non-subject in each variety. Tables 17 and 19 show the results of the examination of the verbal headlines in T and DMi.

Style	Function	Simple		Complex		Totals
		No.	%	No.	%	
Informal speech	Subject	2064	93.3	148	6.3	2212
	Non-subject	1169	59.0	811	41.0	1980
Fiction	Subject	2220	91.3	211	8.7	2431
	Non-subject	1682	60.0	1121	40.0	2803
Serious talk and writing	Subject	1745	83.6	343	16.4	2088
	Non-subject	1273	50.7	1238	49.3	2511
Scientific writing	Subject	720	61.7	447	38.3	1167
	Non-subject	629	35.6	1140	64.4	1769
Whole sample	Subject	6749	85.5	1149	14.5	7898
	Non-subject	4753	52.4	4310	47.6	9063

Table 16 Noun phrase structure and distribution in four varities of the language (Adapted from Quirk et al. 1972:933)

Paper	Function	Simple		Complex		Totals
		No.	%	No.	%	
T	Subject	636	57.6	469	42.4	1105
	Non-subject	503	45.0	614	55.0	1117
DMi	Subject	196	71.3	79	28.7	275
	Non-subject	163	63.9	92	36.1	255
Both (HL)	Subject	832	60.3	548	39.7	1380
	Non-subject	666	48.5	706	51.5	1372

Table 17 Noun phrase structure and distribution in T and DMi headlines

Style	Function	Number of pronouns + names		Total number of noun phrases
Informal speech	Subject	1941	(87.7%)	2212
	Non-subject	677	(34.2%)	1980
Fiction	Subject	1943	(79.9%)	2431
	Non-subject	754	(26.9%)	2803
Serious talk and writing	Subject	1478	(70.8%)	2088
	Non-subject	599	(23.9%)	2511
Scientific writing	Subject	459	(39.3%)	1167
	Non-subject	163	(9.2%)	1769
Whole sample	Subject	5821	(73.7%)	7898
	Non-subject	2193	(24.2%)	9063

Table 18 Frequency of pronouns and names in noun phrases as subjects and non-subjects in four varieties of the language (Adapted from Quirk et al. 1972:933)

Paper	Function	Number of pronouns + names		Total number of noun phrases
T	Subject	12+247	(23.4%)	1105
	Non-subject	4+117	(10.8%)	1117
DMi	Subject	53+ 84	(49.8%)	275
	Non-subject	30+ 26	(22.0%)	255
Both (HL)	Subject	396	(28.7%)	1380
	Non-subject	177	(12.9%)	1372

Table 19 Frequency of pronouns and names as subjects and non-subjects in T and DMi headlines

Simple noun phrases, including pronouns and names, as subject are more frequent in the whole Quirk et al. sample (85.5%) than in the newspapers (60.3%) (Tables 16 and 17). In the papers, simple noun phrases as subject are more common in DMi (71.3%) than in T (57.6%). In scientific writing the frequency is 61.7%. There is thus a striking difference between the CC sample and HL also in the number of complex noun phrases as subject, 14.5% in the whole sample as against 42.4% in T and 28.7% in DMi. The figure for T comes, however, close to that for complex noun phrases as subject in scientific writing (38.3%). The comparatively high number of complex noun phrases as subjects in HL (39.7%), indicates that initial position, which is generally the position of the subject, is attractive for the headline writer. The difference in non-subject complexity between CC and HL is much smaller: 47.6% vs. 51.5% are complex noun phrases. DMi has the lowest figure for complex noun phrases as non-subjects (36.1%) of all varieties i.e. in this paper comparatively few items are kept till after the verb. The sooner the reader's interest is caught the better.

Pronouns and names constitute a comparatively large proportion of subject noun phrases in informal speech (87.7%), fiction (79.9%) and serious talk and writing (70.8%) (Table 18). In newspapers, this category has a lower share of the total number of the noun phrases functioning as subject (28.7%) than in CC (73.7%) (Table 19). Compared with scientific writing (39.3%), DMi has more (49.8%) and T fewer (23.4%) pronouns and names as subject. Pronouns are extremely rare in T. Both multi-deck headlines (only 0.5% of the headlines; see section 4.1) as well as pictures to which reference can be made are rare in T. This may explain the comparatively low incidence of pronouns in this paper compared with that in DMi. In the latter paper, 30.4% of the headlines have more than one deck and one and the same article may have more than one headline. Pictures are also much more common in DMi than in T. In all varieties, including HL, pronouns and names are much more common as subjects than in other functions. This is only natural, since the initial element ('the theme', Quirk et al. 1972:945), which is usually the subject of the structure, tends to contain words, for ex-

ample pronouns and names, referring to objects or facts already known.

It is likely that the factors isolated and described in this chapter will influence the readability of headlines. However, such a detailed investigation of readability would be beyond the scope of the present study. Further research based on the findings presented here would no doubt be interesting as the subject has previously received little attention.

8. The article

8.1 Use of the articles in headlines

It has often been stated that omission of certain closed category items is characteristic of HL, as for example Turner (1972:72): "Determiners and the verb to be are almost universally omitted..." (cf also Maurer 1972:81, Wächtler 1951:72). Omission of the article is also recommended in journalistic handbooks, as for example in Arnold (1969:93), in Otto and Finney (1950:180) and in Spears and Lawshe (1956:252). Arnold writes:

> Headlinese eliminates articles. It says:
>
> DELEGATION GOES
> TO WHITE HOUSE
>
> The slovenly headwriter will often add an article - or some form of the usually omitted "is" - to make the head fit better:
>
> GOP DELEGATION GOES
> TO THE WHITE HOUSE
>
> This is not a hanging offense, but it jars the reader just as it would if you told him, not "I am going home," but "I am going to the home."

In the primary material used in this study, 65 occurrences of the indefinite article a/n/ and 203 of the definite article the were found in DMi; 61.8%, i.e. more than every second headline contained one of them. T had 123 occurrences of the indefinite and 60 of the definite article; 14.4% of all headlines contained an article. These figures show that the presence of the article in headlines is not a rare phenomenon (see Table 20).

	Type of article	Type of headline			Totals
		verbal	nominal	adverbial	
T	the	74	49		123 (67.2%)
	a/n/	43	17		60 (32.8%)
	Totals	117	66		183
DMi	the	89	109	5	203 (75.7%)
	a/n/	30	34	1	65 (24.3%)
	Totals	119	143	6	268

Table 20 Frequency of the article

As in CC, here represented by the 'megaword' corpus analysed by Kučera and Francis (1967), the indefinite article makes up roughly one fourth of the total number of articles: 32.8% in T, 24.3% in DMi and 27.8% in CC. In both newspapers, the article occurs in a higher proportion of nominal than of verbal headlines: 66/285, or 23.2% of the nominal headlines in T and 117/996, or 11.7% of the verbal headlines as compared with 143/263, or 54.4% of the nominal and 119/292, or 40.8% of the verbal headlines in DMi contained an article (see also Table 6).

8.2 Article usage in HL and CC

The aim of the following six sections is to establish the extent to which article usage in HL differs from that of CC. To achieve this aim, article usage in CC must first be determined. By setting up a classification of nouns, article usage with these noun types may be described and the meanings conferred on the nouns by the articles accounted for (8.3-4). The classification is, however, far from unproblematic (8.5). In order to make the classification consistent certain principles will therefore be set up (8.6-7). In 8.8 a comparison between article usage in HL and CC will be made on the basis of

this classification. A number of factors which may be assumed to influence article usage in HL will then be investigated. These factors are:
Typography (8.10)
The function of the headline, i.e. whether it is a connotative or a summary headline (8.11)
Direct speech quotations (8.12)
Influence from the context (8.13)
The relative position of the article (8.14)
The communicative value of the article (8.15)
The type of noun (proper or common) (8.16-17).

When no article (or another determiner, or pronoun or proper noun with genitive s) is present with common nouns, in the singular or the plural, this will be referred to as ZERO ARTICLE (Øart). Zero article may be GRAMMATICAL, i.e. following the rules of the CC grammar, or UNGRAMMATICAL, i.e. breaking the rules of that grammar.

8.3 Information conveyed by the articles

Nouns may be divided into different sub-classes which determine the use of articles (Fig. 4).

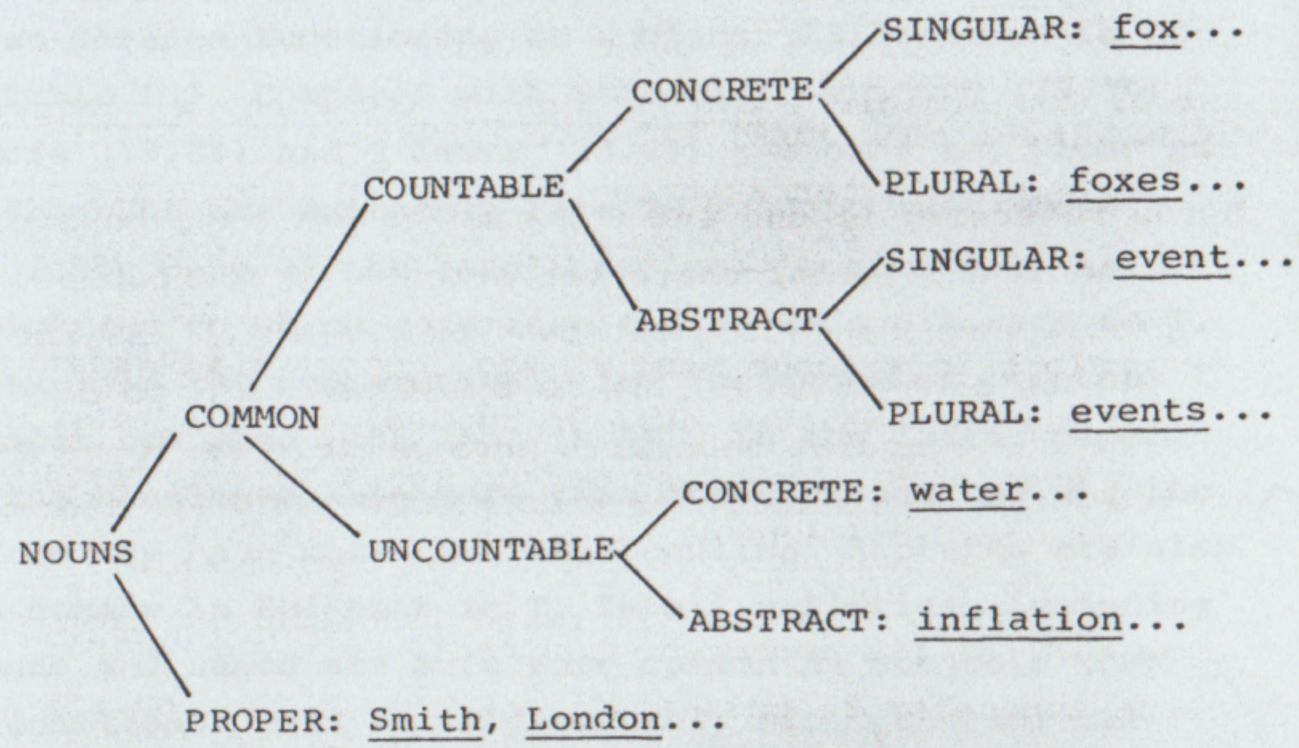


Fig. 4 Classification of nouns

The first distinction that can be made between types of nouns is that between COMMON NOUNS and PROPER NOUNS. Formally they differ in that the first letter of a proper noun, or name, is capitalized, for example Smith (proper noun) versus smith (common noun). Proper nouns refer to unique individuals or objects, i.e. only one of the kind exists. Having UNIQUE REFERENCE, proper nouns typically lack article and number contrast.[25] The definite article may be found with some proper nouns but then lacks significance, since definiteness is already inherent in the name. Nor does a plural form of a proper noun, for example the United States, signify number contrast, as the referent of the noun is viewed as a unique entity.[26] Generally no description is being implied by the word - Smith is probably not a smith.

Common nouns can be further divided into COUNTABLES and UNCOUNTABLES. In CC, countables are formally distinguishable from uncountables by the plural ending (events) or by the indefinite article in the singular (an event). Uncountables take zero article (inflation). Zero article may not occur with a singular countable noun, which has to be preceded by the definite or indefinite article or some other determiner with which the articles are mutually exclusive (*the (a) this letter) (Quirk et al. 1972:136-9). A proper noun or pronoun in the genitive preceding a singular countable noun also preclude the use of the article (*the (a) John's (somebody's) letter).

Nouns referring to one and the same object may, however, be found with the formal characteristics of a countable or uncountable noun depending on how view reality.[27] As the article may not be present in HL, it is sometimes hard to determine whether the singular noun with zero article is to be interpreted as an uncountable or a countable. If the referent is regarded as a countable, there may be ungrammatical suppression of the article. Then article usage is different from that of CC.

Even if a noun may lack formal characteristics of countability in HL, inherent properties of the referent influence our per-

ception of it. We generally perceive concrete entities, for example boy, car, fox, as countable. If the referent is a substance, like for example water, gold, tobacco, it is viewed as uncountable. Most abstract nouns are treated as uncountable, inflation, preservation. Only comparatively few abstract nouns like for example event, occasion take on the formal characteristics of countable nouns, i.e. are viewed as countable entities.

By omission of the article in HL, the formal distinction between indefinite and definite reference disappears. In CC, the definite form is used with both countable and uncountable nouns when there is an understanding between the speaker and listener about what the word refers to. The speaker considers it possible for the listener to identify the intended referent. No previous knowledge is required when the indefinite article or zero article is used. The phrase then refers to one, or more, single unspecified members of the class or an unspecified part of something viewed as continuous.

When something is mentioned for the first time, the noun referring to it is often preceded by the indefinite, or zero, article, which signals newness and unfamiliarity, as for example in front of the first occurrence of ring in Jenny found a ring. The ring was made of gold. In these two sentences the noun ring refers to the same object. The first occurrence, a ring, establishes a DISCOURSE REFERENT (Karttunen 1968), which in CC must afterwards be referred to by a definite noun phrase (for example, the ring), or a pronoun (it).[28]

When a particular specimen, one or more members of a class or a limited quantity, is thought of, the reference of the noun is SPECIFIC (There is water on the pavement). Reference is GENERIC when the class as a whole is intended rather than specific members or a specific part (Water freezes at 0°C). With generic reference the distinctions of number and definiteness of nouns are no longer relevant. This kind of reference shows what is typical of the whole class. Since there are no formal properties characterizing generic reference uniquely, all noun

phrases can be interpreted, in CC as well as in HL, as having either generic or specific reference depending on the context (cf Smith 1964:37-52).

Context determines not only whether the reference of a noun is specific or generic. It also influences our image of the referent as being either a countable or something which is not possible to count. In a suitable context, boy with zero article will still be viewed as a member of a class of boys, i.e. countable, not, as is suggested by the zero article, as uncountable.[29] Only when more than one interpretation of the word is plausible does suppression of the article hamper our comprehension of the headline. Ambiguity caused by omission of the article will be further dealt with in 8.15-8.15.5.

8.4 The countable/uncountable distinction as a means of determining the grammaticality of zero article

In establishing differences in article usage between CC and HL, which may lack formal indications of the countability of a noun, an already existing classification of nouns with regards to their countability was consulted. In Oxford Advanced Learner's Dictionary of Current English (Hornby 1974), indications are given to show which nouns, and which meanings of nouns, are used as countables (C) and uncountables (U). For the purpose of setting out the ways in which the determiners[30] (including the articles) are used Hornby (1954:148) claims that "it is sufficient to place nouns in two main classes, nouns that denote what can be counted (things such as books, pens, apples) and nouns that denote what cannot be counted (e.g. bread, traffic, nonsense, knowledge)".

Knowledge of the countability of a noun is, no doubt, important in determining whether zero article is grammatical, i.e. belonging to CC, or ungrammatical, i.e. restricted to HL. Zero article with a singular countable noun is generally ungrammatical as for example with train in Train crashes. However, the classification becomes problematic with special uses as in go

by train.[31]

8.5 The subjectivity of the C/U distinction

Nouns with apparently similar meaning may, however, be classified differently - a fact which demonstrates the subjectivity of the C/U distinction. For example, history is classified by Hornby as countable and geography as uncountable. History is defined as "branch of knowledge dealing with past events, social, economic, of a country, continent or the world", geography as "science of the earth's surface, physical features, divisions, climate, products, population", i.e. both words signifying a science. However, in this sense, history is viewed by Hornby as countable, geography, as uncountable.

One also finds that the nouns in, for example, the two prepositional phrases by day and by night have been classified as (U) and (C), respectively, although both 'day' and 'night' can be equally easily conceived of as plural entities. The (U) sign with day seems to have been caused by the meaning conveyed by the meaning of the noun when following the preposition by, in which it has the same characteristics, semantic and formal, as an uncountable. Similarly, prison in the expression in prison has been regarded as an uncountable, whereas its synonym gaol in in gaol is marked with the symbol (C). We would then call by night and in gaol idioms - there is grammatical suppression of the article - but not by day and in prison, as they are viewed as uncountables, i.e. following the rules of such nouns.

It is obvious that it is not possible to classify nouns unambiguously into countables and uncountables. Although the distinction is conditioned by the nature of the entity referred to - concrete nouns tend to be countables, abstract nouns and concrete nouns indicating substance uncountables - it is not completely controlled by it. In fact, a word cannot once and for all be reckoned as belonging to either of the two groups (Jespersen 1949:419, cf also Bolinger 1969). A noun may function as a countable or as an uncountable depending on how the

speaker (writer) conceptualizes the referent. The speaker's (writer's) classification of the noun is formally expressed by his use of the articles (zero article or the indefinite article) or the plural ending.

It is apparent from the classification of nouns carried out by Yotsukura (1970) that comparatively few nouns exist that could be said to possess countable or uncountable meaning inherently. It is rather the ability of the informant to imagine a setting or context suitable for the countable/uncountable use of a noun that determines it acceptability. Out of the 103 common nouns chosen from textbooks from various fields, Yotsukura (1970:62) finds that only two cannot be preceded by the article a/n/. 87 of these 101 countable nouns were also classifiable as uncountables. Detached from context, nouns like food, money, water were classified by Yotsukura as countables on the basis of whether they could be preceded by the article a/n and/or could occur in the plural.

The attitudes of native speakers to the use of much in front of several of those nouns tested with that determiner (cf 8.6), also gives evidence of the ease with which nouns may adopt different meanings when no context has to be considered, (cf Enkvist and von Wright 1978:46-7). Poutsma's (1914:667-79) enumeration of examples of 'suppression' of the definite article provides further evidence of the subjectivity with which nouns are classified if compared with Hornby's classification of some of the words (see Yotsukura 1970:42). According to Poutsma, the definite article has been suppressed with, for example, the nouns in the following phrases which Hornby classifies as (U): be in/out of favour, in opposition, in practice, at sight.

8.6 Establishing CC usage

In establishing differences in article usage between CC and HL, the examples which showed how a particular noun was actually used in Hornby's dictionary were decisive in determining whether zero article was restricted to HL or not. However, appropriate examples were not always available. Then Hornby's

indications of countability were crucial in deciding whether zero article was acceptable in CC. When no indication was provided by the dictionary, the singular noun with zero article was classified as uncountable if much[32] was possible with the analysed noun in the headline. In the application of much as a criterion of uncountables native speakers were consulted in dubious cases. Much was generally rejected with the tested nouns which had no (C) or (U) symbols in the dictionary, but the informants could imagine several of the nouns being used with much by other people or in particular contexts.[33] Those nouns that the informants would not prefix with much have been classified as (C), for example clash and strike in:

TUC pledges moderation but threat
of clash in engineering grows (T 28.3.74)

Unmask the
men who
ended
strike,
demand
Tories/
WHO
PAID OUT? (DMi 9.5.74)

For a noun to be classified as uncountable it had to be accepted by all the informants as such. Banter in the following headline was among the nouns rated as uncountables:

Cheerful banter at Kremlin talks (T 26.3.74)

Nouns not listed in the dictionary were tested in the same manner, for example teenymania, which was thus classified as uncountable:

650 fans hurt in
terror riot at
Cassidy concert/
TEENYMANIA (DMi 27.5.74)

A noun entry sometimes has both the (C) and the (U) signs, as, for example, fire. When (U) classification cannot be excluded, or when either of the interpretations is equally possible in

the context, the noun has been classified as uncountable, when there is no formal indicator in the headline to guide the choice:

Fire rages on after one of the worst
disasters in world chemical industry (T 3.6.74)

In the choice between (C) or (U) interpretation of a word supplied with both symbols, typography may play a decisive role. For example government in:

Mr Heath insists that strong government is main issue
(T 18.2.74)

which is written with an initial lower-case g. The meaning ascribed to the word written in this manner is given under 1 and 2 in Hornby. The other meaning denoted by Government (capital initial g) is thereby excluded. If the typography were disregarded either (C) or (U) classification of the noun would have been possible. As it stands, it is obvious that it must be classified as uncountable.

When the following headline appeared, the newspaper reader probably knew that the French president had died:

Mr Nixon arrives in Paris
for Pompidou service (T 6.4.74)

Here the non-linguistic context is resorted to in finding the correct meaning of service which is countable. Several of the different meanings given in Hornby would make sense in the headline if the nonlinguistic context is disregarded.

8.7 Article usage with plural and uncountable nouns

Absence of the definite article with plural countable nouns is generally grammatical in CC. In most cases, omission of the article before plural nouns only results in a difference in meaning rather than in a violation of grammatical rules. Only

one instance was found in the material in which zero article with a plural noun could be said to violate the rules of CC:

President Nixon denies clemency or cash
offer for any of Watergate defendants
(T 7.3.74)

In CC, any here requires a determiner or a proper noun or a pronoun with genitive s in the following of-phrase. Zero article with uncountable nouns is normal in CC. However, in the material five instances were found in which a determiner had been omitted. No article was present with half in:

TUC to seek half share
in control of companies (T 28.5.74)

Pound is almost half
1964 value (T 11.6.74)

Mr Milhench
expects
'half of £3m
land profit' (T 11.4.74)

Irrespective of whether the noun heads are regarded as countables or uncountables the rules of CC here demand a determiner.

A common noun head preceded by an adjective in the superlative takes the definite article, or another determiner, in CC. No determiner was present in the following headline containing a superlative + an uncountable noun head:

Exporters to be given
strongest support (T 15.5.74)

In HL, many uncountable noun heads have a postmodifying of-phrase but no preceding determiner. In CC, uncountable nouns tend to be preceded by the definite article when followed by an of-phrase although the article does not seem to be logically required (cf Leech 1974:190):

Stiffening of
EEC in face
of Britain's
demands

(T 3.6.74)

Brussels 'neglect' of
British interests

(T 13.5.74)

In some cases uncountable nouns modified by an of-phrase are, however, always used without the article in CC, as in expressions where verb and object - win control - are tightly welded together, and in prepositional phrases like in sight of and in support of:

Mr Maxwell
wins control
of Pergamon

(T 20.2.74)

Dr Kissinger's attempt to get Israel-Syria
disengagement is in sight of success

(T 20.5.74)

Mr Powell to speak in support of
'Heath is the enemy' campaign (T 21.2.74)

58 constructions of the type zero article + uncountable noun head + of-phrase occurred, of which seven were prepositional phrases or verb + object constructions. The remaining 51 constructions seem to represent an area in grammar in which usage varies as to the use of the and zero article. These constructions, all occurring in T, have not been included among the headlines having ungrammatical zero article.[34]

8.8 Results of classification

The classification carried out in the manner described yielded the results presented in Tables 21 and 22. These tables show that the majority of common noun phrases in HL conform to CC. In T, 38.1% of the total number of common noun heads with ungrammatical zero article are nouns which would have required a preceding determiner, a pronoun or proper noun with genitive s in CC (8.3). The figure for DMi is 22.0%, i.e. ungrammatical

zero article is almost twice as common in T as in DMi.

Class	No. of common noun heads	No. of ungrammatical zero article	
Countables:			
singular	1296	1011	(78.0%)
plural	819	1	(0.1%)
Uncountables	552	5	(0.9%)
Totals	2667	1017	(38.1%)

Table 21 Ungrammatical zero article in T

Class	No. of common noun heads	No. of ungrammatical zero article	
Countables:			
singular	460	168	(36.5%)
plural	158	-	-
Uncountables	147	-	-
Totals	765	168	(22.0%)

Table 22 Ungrammatical zero article in DMi

8.9 Factors conditioning article usage in HL

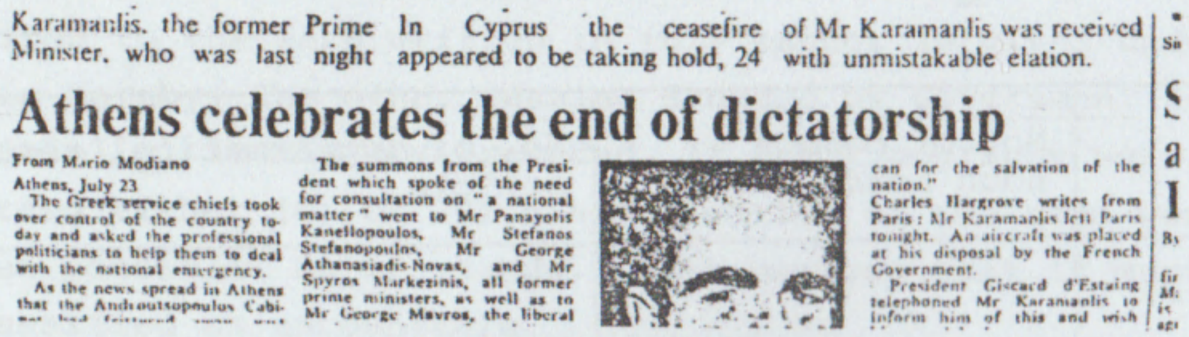
Straumann (1935:51) states:

> In headlinese the treatment of the article is so absolutely arbitrary, i.e. a matter of mere typographical caprice, that with the exception of one or two occasions, which will be especially dealt with, it must be left out of consideration.

The present investigation has been initiated on the assumption that, contrary to Straumann's belief, the use of the article in HL is not arbitrary but can be shown to depend on certain linguistic as well as non-linguistic factors.

8.10 Typographic influence

As Arnold (1969) suggests, typographic and aesthetic restrictions are important in order to explain the presence of an article in HL. Often the occurrence of an article may be explained by the sub-editor's attempt to fill a line in order to avoid too much white space:



Karamanlis, the former Prime Minister, who was last night

In Cyprus the ceasefire appeared to be taking hold, 24

of Mr Karamanlis was received with unmistakable elation.

Athens celebrates the end of dictatorship

From Mario Modiano

Athens, July 23

The Greek service chiefs took over control of the country today and asked the professional politicians to help them to deal with the national emergency.

As the news spread in Athens that the Androutsopoulos Cabi-

The summons from the President which spoke of the need for consultation on "a national matter" went to Mr Panayotis Kanellopoulos, Mr Stefanos Stefanopoulos, Mr George Athanasiadis-Novas, and Mr Spyros Markezinis, all former prime ministers, as well as to Mr George Mavros, the liberal

can for the salvation of the nation."

Charles Hargrove writes from Paris: Mr Karamanlis left Paris tonight. An aircraft was placed at his disposal by the French Government.

President Giscard d'Estaing telephoned Mr Karamanlis to inform him of this and wish

(T 24.7.74)

Similarly, omission of the article may be explained by the fact that there is no room for it:

Carolina (the most military state of all) and Governor Dale

apparent talent for secret commitments.

rough under canvas.

It emerged yesterday that one

Anglo-Irish gentry, page 2
Dublin viewpoint, page 18

Gen Amin summons British envoy to press conference

Nairobi, June 6.—President Idi Amin has summoned Britain's Acting High Commissioner in Kampala to a semi-

tish Broadcasting Corporation—did not stop "unfounded propaganda", all Britons working in Uganda, including church

Foreign Minister that any complaints about the Commission's report should be directed to its Geneva headquarters.

about their report on violations of human rights

He said that today an official from the Ugandan mission to the

(T 7.6.74)

In the first of the next two headlines, the indefinite article may help to balance the two lines in length, and in the second, the presence of the definite article with Middle East would make the headline very compact and hard to read:

Warning on danger of setting a precedent

By Michael Hatfield
Political Staff

Cabinet divisions over the

said it had not been possible to finish the manifesto, because the Government had yet to

(T 26.7.74)

Mr Nixon 'risked fatal thrombosis' on his journey to Middle East

President Nixon undertook his visit to five

(T 6.7.74)

In T the wording in the headlines has to be adjusted to a standardised news-style typography (4.1) in which the length of the lines should be varied. A long line should follow a short one, if the headline has more than one line. Conversely, a short line should follow a long one (J. Collins, design editor at T, personal communication). The headlines are generally set flush left. The requirements of unit count are, however, less stringent than those of for example stepped headlines and inverted pyramids (4.1). In the following headlines, where the pattern is long-short-long-short, an omission of the in in the third line would have made this line too short for the pattern:

Government will write off the coal board's £150m deficit

(T 14.3.74)

Senate move to prepare the trial of Mr Nixon

From Fred Emery
Washington, July 28
With the House of Representatives Judiciary Committee

(T 29.7.74)

The same size and style of type is kept within each headline, or deck, which is set above the adjoined text. The headlines are never split up by display elements such as pictures.

The typography of the T headlines is different from that in DMi in several respects (3.3, 4.1, 4.2). In the latter paper the page design may vary considerably from one day to the next. The headlines do not have to conform to an established pattern. Any headline pattern may be employed as long as the news conveyed is felt to have the right prominence and the page design looks attractive. What is thought to be the best choice of words to express the content of the text may be used whatever space it needs (W. Soutar, art editor at DMi, personal communication).

The role typography plays in influencing article usage cannot, however, be ascertained in any particular instance, it can only

be assumed.

8.11 Connotative headlines: Ungrammatical zero article in questions, commands, exclamations and independent wh-headlines

Although no absolute line may be drawn between summary headlines and connotative headlines (4.5) on the basis of the choice of words alone, the structure of a headline may indicate when it has a function which is not purely informative. Thus, for example, questions, exclamations, and commands are unambiguously connotative by virtue of the communicative functions inherent in such structures whereas statements may constitute either connotative or summary headlines (cf chapter 6).

Other connotative headlines besides questions, commands and exclamations are those which have an initial wh-element like how, when, why, what followed by subject and verb. In CC, these structures do not function independently of another clause, in contrast to their use in HL, where they may also function independently (7.7.1). This type of headline, referred to as independent wh-headlines, hints at the content of the text without revealing the facts:

WHY
our
Soccer
stars are
in trouble

(DMi 4.6.74)

What the
Shopping
Clock says

(DMi 30.3.74)

Independent wh-headlines are rare in T (3 instances) compared with their occurrence in DMi (28 instances) (Tables 23 and 24).

If the frequency of ungrammatical zero article in questions, commands, exclamations and independent wh-headlines is considered it turns out that the incidence is very low. Article

usage in these headlines is thus very similar to that of CC (Tables 23 and 24).

Common noun heads	Type of headline				Total material
	Question	Command	Exclamation	Wh-headline	
Grammatical	11	1	-	2	1650 (61.9%)
Ungrammatical	-	-	-	-	1017 (38.1%)
Totals	11	1	-	2	2667

Table 23 Ungrammatical zero article with common noun heads in questions, commands, exclamations and independent wh-headlines in T

Common noun heads	Type of headline				Total material
	Question	Command	Exclamation	Wh-headline	
Grammatical	21	19	13	20	597 (78.0%)
Ungrammatical	-	1	-	2	168 (22.0%)
Totals	21	20	13	22	765

Table 24 Ungrammatical zero article with common noun heads in questions, commands, exclamations and independent wh-headlines in DMi

No ungrammatical zero form of the article was found in T, either in the questions and commands or in the wh-headlines. No less than 38.1% of the common noun heads have ungrammatical zero article in this paper (see also Table 21). 1/54 or 1.9% of the common noun heads in the questions, commands and exclamations and 2/22 or 9.1% of the wh-headlines in DMi have ungrammatical zero article. These are low figures compared with the corresponding figure for the total material, which is 22.0% (see also Table 22). Article usage in connotative head-

lines of the above types is thus very similar to CC usage.

Ungrammatical zero article occurred in the following command and independent wh-headlines:

Unmask
the men
who ended
strike,
demand
Tories/
WHO
PAID OUT? (DMi 9.5.74)

WHY
blast factory
faces a
public probe (DMi 4.6.74)

Why Jenkins rejects
prison switch (DMi 31.5.74)

8.12 Direct speech quotations

5% of the headlines or decks in T and 10.4% of those in DMi contain or constitute a DIRECT SPEECH QUOTATION.

When the headline expresses opinions and strong feelings concerning events and people which the newspaper does not want to give the impression of sharing, the objectivity of the paper may be preserved by explicitly or implicitly stating in the headline to whom the opinion or statement expressed should be attributed, as for example in the headlines below:

Liberals aim to bring down
Government soon, MP says (T 11.3.74)

FUGITIVE
TOLD: YOU
CAN KILL
TROOPS (DMi 29.3.74)

I WAS A SPY FOR THE YARD (DMi 17.4.74)

It may be hypothesized that in headlines similar to those above,

i.e. structures suggestive of direct speech, ungrammatical zero article is likely to be less frequent than in the whole corpus.

Another means of showing that other people, not the newspaper, are responsible for what is expressed by the headline is to use quotation marks. The identity of the speaker may be revealed in the headline:

Mr Healey
challenges
Opposition:
'Defeat us'
(T 17.5.74)

IRA'S GRIM PLEDGE/
PRICE
SISTERS
THREAT/
'If they die,
there will be
devastating
consequences'
(DMi 31.5.74)

As one of the functions of quotation marks is to suggest to the reader that the matter included by them is a correct representation of what has actually been uttered, one might expect ungrammatical zero article to be absent or, at least, less frequent in quotations than in the rest of the corpus.

Four types of direct speech quotations can be distinguished:

(a) Headlines or decks completely enclosed by quotation marks:

'Nobody is going
to claim victory'
(DMi 9.5.74)

(b) Headlines or decks are only partially enclosed by quotation marks. This type of headline is particularly frequent in T (cf Table 25):

Confusion on
map paths
'could lead
over cliff'
(T 13.4.74)

Unions 'will
honour the
pay pledge'
(DMi 18.3.74)

Only those structures which consist of more than one sentence element or more than one noun head have been regarded as direct speech quotations of type (a) and (b).[35]

(c) Quotation occurring together with a comment clause, as in:

LIB SHOCKER/
Thorpe's men will clobber
Tories most, say Labour
(DMi 25.2.74)

It could cost 50%
more, says Ezra
(DMi 20.2.74)

A reporting clause may also precede the quotation, and is then usually followed by a colon:

Police hunt for drugs
case man who was a
Secret Service informer/
WHERE
IS MR
MARKS?/
Detectives told: He was
a link with IRA
(DMi 2.5.74)

If no colon precedes the quotation, it is distinguishable from a dependent clause by the fact that it is impossible to insert that in front of the second clause without changing the meaning. Compare for example the following two headlines, the first of which is classified as a comment clause + a quotation, the second as reporting clause + a dependent that-clause:

Enoch says I've
voted Labour
(DMi 27.2.74)

US bank chief says ( ) inflation puts future in jeopardy
(T 27.5.74)

Occasionally the quotation comes directly after the speaker's

name, which represents the reporting clause:

Khrushchev: Like Stalin
Mao used people as
bits of furniture (T 30.4.74)

(d) A first person pronoun makes a structure into a direct speech quotation. This type is particularly frequent in DMi (cf Table 25):

MURDER VICTIM TOLD ME OF NEW ASSIGNMENTS (DMi 18.4.74)

WE'VE
GOT A
DEAL (DMi 23.3.74)

Combinations of types (a)-(d) also occurred:

(a)+(d): Dumped
five
times..
a boy
who
longed
to find
love/
WHAT THE
MAGISTRATE SAID:/
'The most callous
case of parental
irresponsibility
I have ever seen' (DMi 24.4.74)

(b)+(c): Donoughmores were told: 'You are in luck, the hunger strikers have given in'/
Kidnappers and captives 'waved on' at police check-point (T 10.6.74)

(b)+(d): Mrs Meir resigns:
'I am unable to
carry the burden
any longer' (T 11.4.74)

(c)+(d): Barber: I'll quit
at the
next
election (DMi 12.3.74)

(a)+(c)+(d):
HEALEY/
'we'll soak
rich again' (DMi 2.4.74)

(b)+(c)+(d):
Khrushchev on Kennedy:
'My partner and
my adversary' (T 9.5.74)

8.12.1 Article usage in direct speech quotations

The hypothesis that ungrammatical zero article would be comparatively infrequent in structures suggestive of direct speech was verified, although to a lower degree in T than in DMi (Table 25). 17/87, or 20.5%, of the common noun heads in T have ungrammatical zero article but only 3/59, or 5.1%, of those in DMi. These are lower figures than those obtained for the whole corpus, which were 38.1% for T and 22.0% for DMi (cf Tables 21-22). The comparatively low frequencies of ungrammatical zero article in these constructions are probably an attempt to imitate speech by avoiding a feature typical of HL. With direct speech quotations, instances of prosiopesis (7.5.2) have not been regarded as ungrammatical. Due to the smallness of the material it is not possible to correlate type of direct speech quotation and article usage.

Types: (a) (b) (c) (d)	T			DMi		
	Quotations	Common nouns	Nouns with ungrammatical zero article	Quotations	Common nouns	Nouns with ungrammatical zero article
(a)	1	2	1	4	7	1
(b)	27	30	8	6	5	-
(c)	24	39	7	19	16	-
(d)	-	-	-	9	9	-
(a) (d)	-	-	-	6	12	1
(b) (c)	5	6	1	1	-	-
(b) (d)	3	6	-	1	3	-
(c) (d)	3	2	-	11	5	1
(a) (c) (d)	-	-	-	2	2	-
(b) (c) (d)	1	2	-	-	-	-
Totals	64	87	17	59	59	3

Table 25 Article usage in direct speech quotations

8.13 Contextual influence

When a word is preceded by the, it is understood that something definite is being referred to. The speaker, or writer, who uses the definite article is (more or less) familiar with the denoted object and assumes, when using it, that the listener/reader is able to identify the object which the word denotes (Chafe 1976:39). Even if the particular notion expressed by the word happens to be unknown to the receiver of the communication, i.e. he is unable to identify the object, the definite article still creates an illusion that it is, or at least should be known to him (Firbas 1966:248, Turner 1973:85-6). Familiarity with the referent may be obtained by the context, linguistic or non-linguistic.

8.13.1 Linguistic context

When things or persons were referred to twice in the same headline but in different decks the headlines were examined as to possible regularity in the use of the article (cf 8.3). No kind of regularity in article usage between the first and second mention of the same thing or person in different decks could be discovered. The first time a thing or person is mentioned, the referring noun should normally take the indefinite or zero article, and the second time (when the referent has already been introduced to the reader), the definite article. This in fact happens in example (1) below, but not in (2):[36]

(1) (Gunman who tried
to kidnap Anne) is
sent to Rampton/
(THE LONER) (DMi 23.5.74)

(2) (The first
taste of
summer)/
(SUNSHINE HUNT FOR PETROL) (DMi 1.4.74)

8.13.2 Pictures

By the use of pictures, the newspaper may also provide non-linguistic context to which reference can be made. When the picture is the dominant feature of the story, the headline refers to what is depicted. In all other cases the headline is based purely on the story (W. Soutar, art editor at DMi, personal communication). If written in connection with a picture, headlines or decks consisting of the definite article + a common noun head or a proper noun are often interpretable as labels or names of whom or what is depicted in the adjoined picture. Examples of such headlines are:

THE SHOT BODYGUARD (DMi 21.3.74)

PELE (DMi 11.6.74)

The girl in the
powerhouse (DMi 24.5.74)

THE
GREAT
GATSBY
QUEEN (DMi 1.5.74)

THE WIFE
making a
striking
pub demo (DMi 19.2.74)

The pictures and the texts may be viewed as discourse referents of these headlines.

About 10% of the headlines containing the definite article in DMi were headlines of this type. No such headlines occurred in T, in which pictures are less frequent than in DMi. In T, there is generally only one picture on each fron page.

8.13.3 Indexical the

As soon as the referent is regarded as familiar to the listener/reader, the definite article may be used, even when no introductory linguistic context exists to which reference is made. Three types of non-linguistic contexts can be discerned, depending on the number of people familiar with the thing referred to:

I. Have you seen the dog?

The identity of the dog referred to is familiar for instance to the family who owns the dog, i.e. to a limited number of people.

II. The president will arrive tomorrow.

The may be found with words like press, government, president, law and weather with which a comparatively large number of people, for example the readers of a national newspaper, are familiar.

III. The moon has been explored.

In most situations we may immediately refer to for example sun, moon and universe as the sun, the moon and the universe without

any risk of being misunderstood by the listener. These concepts are common to the whole of mankind.

The use of the in these types of non-linguistic contexts is called INDEXICAL THE by Quirk et al. (1972:156).

In the material studied, one word among those having indexical the in CC was found which in most instances occurred with the definite article. The word queen, referring to the British queen, was preceded by indexical the in 7 out of 9 instances, for example in:

Mr Heath sees
the Queen but
does not resign (T 2.3.74)

The Queen will
fly to Indonesia
on Wednesday (T 8.3.74)

Zero article was used in the following headlines:

Hess plea to Queen (T 26.4.74)

Queen sends messages (T 4.3.74)

The same tendency was seen in a different corpus[37] in which 7 out of 8 instances of queen was preceded by the. The close affinity of this word with proper nouns is made apparent by the initial capital letter (cf Sloat 1969). However, those words which may be used with indexical the like for example prime minister (the Prime Minister of Britain) nation (Britain) government (the British Government) crown (the Royal British State) and world, rarely have it in HL. For example the word government used in the above mentioned sense was preceded by the definite article in only one of 14 instances.

8.14 Position

The use of the article in HL may seem unsystematic at first

but a structural study reveals that its occurrence is less capricious than the first impression suggests. Indeed, the use of the article shows considerable regularity and seems to be determined to a large extent by the relative position of the noun phrases, as will be demonstrated in the following sections.

8.14.1 Position in nominal headlines

A nominal headline, deck, or free structure may contain one or more noun heads (H). The noun heads, with or without premodification, may be preceded by zero article (Øart), indefinite or definite article (art). Any of the three articles may occur in SIMPLE NOMINAL HEADLINES, referring in this chapter to nominal headlines in which the noun heads have no postponed items (cf definition of 'simple' in 7.10), as in:

Øart H:

Budget: It's a Healey marathon (DMi 26.3.74)

Shares slump (T 2.3.74)

a/n/H:

Grand Old Lady of the
Churchill clan:
An interview (T 1.4.74)

Wilson's
holiday
poll idea/
A STAGGERED
ELECTION COUNT (DMi 23.5.74)

theH:

The anxious mother (DMi 22.3.74)

Gunman who tried
to kidnap Anne is
sent to Rampton/
THE LONER (DMi 23.5.74)

Nominal headlines in which the noun phrase head is followed by other items will be referred to in this chapter as COMPLEX NOMINAL HEADLINES. The use of an article (definite or indefinite) with a singular countable noun head in the first nominal seems to trigger off the use of an article (definite or indefinite), some other determiner, or a proper noun in the genitive which would make the structure grammatical, in the following nominal. In for example the first headline below, which is complex - A baby for the new Duchess - the fact that the noun head in the second noun phrase - Duchess - is head of a postmodifying prepositional phrase - for the new Duchess - seems to be irrelevant here. What matters, it seems, is not the syntactic relation but rather the relative position of the noun phrase heads.

artH + artH:

A baby for
the new
Duchess (DMi 11.6.74)

THE CHAMP
making a
crowning
comeback (DMi 19.2.74)

JOY ON THE DAY A DREAM DIED (DMi 29.5.74)

artH + artH + artH:

SPY
TRAP/
The picture an executed
man said led him to
become a secret agent (DMi 18.4.74)

A singular countable noun head preceded by zero article can be followed either by zero article + a singular countable noun head or the indefinite or definite article (some other determiner, or a pronoun or a proper noun in the genitive) + a singular countable noun head, for example:

ØartH + ØartH:

BLACKOUT
THREAT TO
BBC POLL
COMPUTER/
Union may gag the
quick verdict robot (DMi 18.2.74)

ØartH + ØartH + ØartH:

First step to examine claim for
better deal (T 5.6.74)

ØartH + artH:

PC 221 catches up with Sally/
ARREST OF
A STREAKER (DMi 18.3.74)

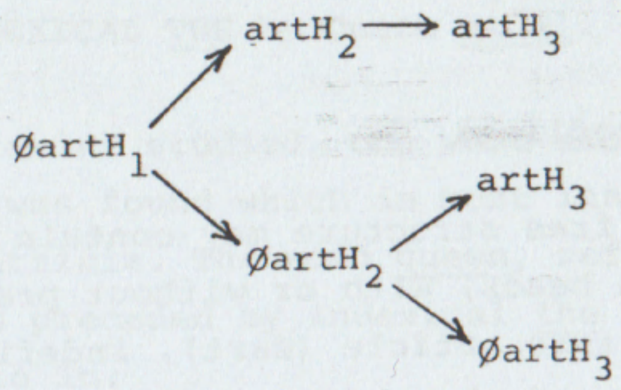
GUN GUARD ON THE QUEEN (DMi 5.6.74)

In the present material (cf Table 26 below), a singular countable noun head with either the indefinite or definite article is never followed by a singular countable noun with ungrammatical zero article, i.e. structures like the following did not occur:

artH + ØartH
artH + ØartH + artH
artH + artH + ØartH
artH + ØartH + ØartH
ØartH + artH + ØartH

Although the material is limited, it seems possible to set up the following hypothesis: If a singular countable noun head is preceded by a definite or indefinite article, the definite or indefinite article (or another determiner, or a pronoun or a proper noun in the genitive) then regularly occurs with the following singular countable noun heads in a nominal headline, deck or free structure, if required in CC. If a noun head has zero article, the definite or indefinite article (or another determiner, or a pronoun or a proper noun in the genitive which

would have been required in CC) is then optional with the following singular countable noun head, i.e.:[38]



The distribution of nominal headlines with at least two singular countable noun heads not permitting zero article in CC, at least one of which is preceded by the definite or indefinite article, is given in Table 26.

Type and position of article with singular countable noun heads	T	DMi	Totals
artH + artH	5	17	22
ØartH + artH	14	8	22
artH + artH + artH	-	1	1
ØartH + artH + artH	1	1	2
Totals	20	27	47

Table 26 Zero article and the definite or indefinite article with singular countable noun heads in nominal headlines

In these structures, the hypothesized order of the articles could theoretically have been broken 56 times: artN + ØartH (22 + 22); artH + ØartH + artH (1 + 2); artH + artH + ØartH (1 + 2); artH + ØartH + ØartH (1 + 2); ØartH + artH + ØartH (1 + 2).

8.14.2 Position in verbal headlines

The distribution of verbal headlines with at least two singular countable noun heads not permitting zero article in CC, at least one of which is preceded by the definite or indefinite article, is given in Table 27. The hypothesized order could in principle have been broken 75 times in this type of headline, but this actually happened only 5 times, i.e. 93% of these structures supported the hypothesis.

	Type and position of article with singular countable noun heads	T	DMi
Applications of hypothesis	artH + artH	-	6
	ØartH + artH	10	26
	ØartH + artH + artH	1	-
	ØartH + ØartH + artH	1	1
	ØartH + ØartH + ØartH + artH	1	-
Total		46	
Non-applications of hypothesis	artH + ØartH	4	
	ØartH + artH + ØartH	1	
Total		5	

Table 27 Zero article and the definite or indefinite article with singular countable noun heads in verbal headlines

Examples of the types of headlines which support the hypothesis are given below.

artH + artH:

POMPIDOU
DEATH
SHOCK/
Rethink over
the Market
faces a hitch (DMi 3.4.74)

ØartH + artH:

Derby hero
gets a hug (DMi 6.6.74)

Provisionals release letter in an
attempt to embarass Mr Rees (T 14.5.74)

ØartH + artH + artH:

County council says it has a letter on
the Prime Minister's notepaper (T 5.4.74)

ØartH + ØartH + artH:

Irish Cabinet meets as city is declared
a disaster area (T 18.5.74)

ØartH + ØartH + ØartH + artH:

Mr Heffer unlikely to lose post
over Chile speech, but Prime
Minister will take a stern line (T 16.4.74)

8.14.3 Exceptions

The five exceptions were:

(1) The Queen says thank you
to Metropolitan Police[39] (T 1.6.74)

(2) The Queen not to
resume tour (T 5.3.74)

(3) Press Council 'pathetic and cynical'
on the Lambton affair, MP says (T 11.3.74)

(4) Lord Goodman advised the group of businessmen who gave £65,000 to end strike (T 10.5.74)

(5) Mr Jo Grimond breaks an arm in Edinburgh fall (T 1.4.74)

In headlines (1)-(3), the words Queen, Metropolitan Police and Press Council, which are closely related to proper nouns in having a uniquely salient referent, formally resemble proper nouns by the initial capital letter (cf also 8.13.3). With proper nouns the hypothesis does not apply. In (4), zero article with strike was not expected unless the expression end strike is regarded as an idiom in CC, or strike may be viewed as an uncountable.

An additional corpus was examined to test the position hypothesis, viz. the front page headlines in 98 issues of T from August 8 to November 30, 1978, and 61 issues of DMi from December 1, 1978 to March 10, 1979. Article usage in 20 nominal and 38 verbal headlines with the same structure as those mentioned above conformed to the hypothesis set up. In addition to these, 6 exceptions, one nominal and 5 verbal, were found, all in T. Some of these exceptions resemble those listed above. In two headlines the order was broken by nouns resembling proper nouns: New Pontiff places much weight on discipline in the Church but gives hope to eucumenial movement (T 18.10.78); Applause for the Pope's masterly address at installation ceremony (T 23.10.79). Cf examples (1)-(2). In Solicitor seeks a further delay in Thorpe case (T 20.9.78) zero article with the noun phrase Thorpe case was not expected. Compare Edinburgh fall, i.e. a proper noun modifying the noun phrase head, in (5) above. See also note 34. The exceptions suggest that the hypothesized order may be broken under special conditions. A much larger corpus would be necessary to establish the factors governing usage here.

8.15 The communicative value of the articles

The formal characteristics of individualization and identification are often left unexpressed in HL. If the indefinite article is omitted in front of a noun, there is no formal indication that the referent of the noun is conceived of as one in a class of similar objects and should hence be taken as an individual object. If the definite article is omitted, there is no formal means of expressing identification of the common noun. Generally, however, the loss of the article matters little, as the information conveyed by the article is present through the meaning conferred on the noun by the context in which it occurs (8.3). The inherent properties concreteness and substance are also, as we have seen, of importance for our perception of them in that concrete nouns, with the exception of nouns denoting a substance, are conceived of as individual members of a class. The referent of a noun known from the context is given a definite interpretation. Formal realization of individualization and identification is thus largely redundant (cf George 1972: 94-107).

Besides indicating individualization and identification of the noun the article also has other functions. The use of the article in HL in these additional functions will be studied below.

8.15.1 Reference of coordinated noun phrases

The definite article is capable of showing non-identity of reference in two coordinated noun phrases if it precedes the second of them:

TYCOON AND
THE MILLION
DOLLAR BRIDE (DMi 30.3.74)

In Tycoon and million dollar bride, i.e. in coordinated noun phrases with zero article, the nouns may refer to one and the same or to two different individuals. In the headline above

the former interpretation is, however, not very likely due to our experience of the world.

8.15.2 Literal/non-literal meaning

In the following headlines, the underlined expressions, which all contain a concrete noun head, have a non-literal meaning. In order to retain such a meaning, the definite article is essential. If the definite article is omitted the reader may not recognize the expression as an idiom but will interpret it literally. This may happen if the intended metaphorical use is not made sufficiently explicit by the context:

JOHN PILGER on the road with JEREMY THORPE
(DMi 22.2.74)

Are YOU
sitting on
the fence?
(DMi 27.2.74)

HEATH'S
HEAD IS
ON THE
BLOCK
(DMi 20.3.74)

REGGIE ON
THE
RACK/
TV reveals five Maudling
letters backing Poulson
(DMi 7.5.74)

Angry President Nixon waves the big stick at Europe
(T 16.3.74)

Mr Callaghan plans
to put his European
cards on the table
(T 23.3.74)

The type of ambiguity referred to above will not occur if the noun is abstract, for example:

Three polls show Conservatives
taking lead from Labour
(T 14.2.74)

Heath gets
blame for
big flop
(DMi 19.3.74)

The CC-structures would be take the lead, get the blame.

8.15.3 The article as a structural marker

Noun/verb/adjective:

The fact that a word often belongs to different word-classes in English without undergoing any formal change may be a source of ambiguity in HL. Ambiguity arises when two or more interpretations are possible, if there is no formal or contextual indication showing which class the words belong to. Ambiguity caused by the dual class membership of a word is illustrated in:

Army hunt after
43 shoot way out
of Brazilian jail
(T 20.4.74)

In this headline army is either interpretable as a subject noun, hunt then being a verb, or as a noun modifying hunt, the head of the noun phrase.[40] The difference in meaning between two alternative interpretations is, however, often slight. In the next two headlines no serious misunderstanding will result, if accord and forecast are regarded as nouns or as verbs:

Israel-Syria accord
on disengagement line
(T 25.5.74)

Smooth pits
return
forecast by
miners
(T 11.3.74)

The s ending, which signifies plural of a noun or third person singular of a verb, may cause ambiguity. As in the following headline one of the meanings can, however, often be excluded for semantic reasons:

Warsaw Pact talks (T 16.4.74)

This headline illustrates the incompatibility of an inanimate noun as subject and a verb which generally only takes an animate subject. Yet another safeguard against ambiguity is present when one of the formally and semantically possible interpretations conflicts with the reader's knowledge of the world.

Generally, omission of the article with adjectives which function as noun phrase heads - poor, elderly, French (Quirk et al. 1972:251-3) - seems to matter little from a communicative point of view, for example in:

Extra aid for poor and elderly (T 29.3.74)

French say Concorde
production should
be cut to four a year (T 20.2.74)

The article with living and dead in the next headline, which would have been hard to understand without it - Taxing living instead of dead - makes the meaning of the headline unambiguous in marking the word as a noun:

Taxing the living
instead of
the dead (T 25.3.74)

SC_s-structures:

Not only is the presence of the article of importance in distinguishing between a noun phrase and a SV-structure. It also indicates the beginning of the new sentence element if two nominal sentence elements occur together. In HL, the subject may precede the complement without an intervening verb (5.1.4), as in:

Purged transcripts a bestseller (T 2.5.74)

Omission of the article when the complement is a nominal would make the whole structure into a noun phrase, bestseller being

the head. The following headline would probably not have been quite as easy to understand had the indefinite article in the complement been left out:

Khrushchev memoirs:
De Gaulle a clever
fellow, not stupid (T 3.5.74)

Apposition:

In apposition the article is present with the second noun phrase, unless the two noun phrases are separated by a comma. Appositions are similar to SC_s-structures in that there is the same underlying relationship between the two units in the apposition as between S and C (Quirk et al. 1972:620). If no comma is present, appositions are distinguishable from SC_s-structures by not being acceptable if a form of the verb be is inserted between the two noun phrases. Cf:

NEVER AGAIN!
SAYS SALLY
THE STREAKER (DMi 19.3.74)

Pictured in his hideout,
Kenneth Littlejohn the
escaped 'spy' brother/
THE FUGITIVE/
'I starved to
squeeze out of
jail window' (DMi 28.3.74)

Peter West interviews
Willie John, pride
of the Lyons (T 6.4.74)

SVO_dC_o- and SVO_iO_d-structures:

The next two headlines contain two adjoining nominal sentence elements, O_dC_o and O_iO_d respectively. In both, the article is crucial for successful communication as a marker of the onset of a new noun phrase:

Mr Wilson makes new
terms for EEC
entry an election issue (T 23.2.74)

Dr Kissinger proffers
Europe an apology (T 15.3.74)

8.15.4 Other uses

The article with all:

Usually the article seems to be retained in instances such as the one below, in which it conveys information not generally given by the article, and in which it influences the meaning of another word. In this headline all in the sense of 'the whole extent of' is distinguishable from all in the sense of 'only' by the presence of the:

ALL THE TOP SOCCER/
Leeds
are
champs (DMi 25.4.74)

a/n/ = one:

A/n/ is frequently used with nouns of measure. In these expressions the old numerical meaning of the indefinite article is noticeable (Strang 1970:299-300):

General Spinola promises elections
within a year and ends censorship (T 27.4.74)

Air fares increased
by up to a fifth (T 5.3.74)

Similar instances can, however, be found in which a/n/ is omitted:

New North Sea oilfield could meet
quarter of Britain's needs (T 3.4.74)

a/n/ = per:

When used distributively, i.e. a/n/ = per, a/n/ is not omitted, for example:

Price of petrol rises
to 50 p a gallon (T 12.2.74)

Proper noun/common noun:

In CC, reclassification of a proper noun into a common noun is formally marked by for example the use of the indefinite article (a Vermeer = 'a painting by Vermeer'). Although the article has been omitted in such instances found in HL, the intended meaning is still conveyed by the aid of the context:

£1m Vermeer
stolen
in London (T 25.2.74)

Canvas is
'probably'
part of lost
Vermeer (T 9.3.74)

Thieves who stole Vermeer stay silent (T 18.3.74)

8.16 Article usage and proper nouns

As a main rule proper nouns have no article (8.3), but there are many exceptions when proper nouns are used with the definite article, for example with some geographical names, public institutions, newspapers and with plural names in general (Quirk et al. 1972:163-5). Since the reference of a proper noun is unique, the identification, conveyed by the with common nouns, is already inherent in the proper noun itself, and the article is consequently redundant. Considering the redundant nature of the with proper nouns and the tendency in HL to leave out words with little information value, one might expect at least occasional omission of it in this variety of the language. In the corpus this assumption was confirmed in that both

the required with proper nouns in CC and no article occurred. Headlines such as the ones below were found:

Mr Nixon on
his way to
Middle East (T 11.6.74)

UN observers
injured on
Golan Heights (T 20.3.74)

A dinner at the
White House (T 20.3.74)

Beaverbrook group sues
'New Statesman' (T 4.5.74)

'The Sunday
Times'
appeals to
Strasbourg (T 7.6.74)

57% (44 instances) of proper nouns functioning as heads which require the in CC had omission of it in HL, which is a lower figure than the one obtained for singular countable noun heads, which was about 67%. It can be assumed that the with proper nouns is perceived as an integral part of the name and therefore less likely to be omitted than with singular countable nouns. Especially if the name is well established in the language, omission of the may be felt as a distortion of the name. The figures below show the occurrence of the with those proper nouns that occurred more than once in the corpus: 'The Daily Mirror' - the Mirror (3), Mirror (2); The Times (6), no instance without the article. The name of the Anglo-French supersonic aircraft 'the Concorde' appeared in the headlines as the Concorde (1) and Concorde (4). This vacillation in usage is reflected in the adjoined texts. In 7 instances this word was preceded by the, in 14 there was no article in the stories. Concorde might be an instance of HL and journalistic writing influencing CC.

Generally there is no article when the proper noun functions

as premodifier:

'Telegraph' price rise (T 6.3.74)

Left wing group in Mall attack, letter claims
(T 23.3.74)

Renewed clashes on
Golan Heights front (T 29.3.74)

When the occurs with a name in premodifying position it determines not the name but the noun phrase head, as for example in:

Exchequer wins
bigger revenues from
the North Sea gas operators (T 21.2.74)

Oh boy, Newsboy! The Mirror tipster strikes again
(DMi 16.4.74)

The Times general
election map and
guide (T 28.2.74)

8.17 Initial letter words

Nouns consisting of initials (TUC, CBI, etc.) denoting, for example, names of organizations, bodies of people and countries, can also be regarded as proper nouns although they have not been included among the instances of proper nouns in 8.16. Most of these INITIAL LETTER WORDS belong to the province of politics and economics, which are subjects widely reported by the press. Such abbreviations are convenient for the headline writer in that they allow him to reword, in a small space, an originally long expression. However, abbreviations in headlines are, with few exceptions, condemned by Garst and Bernstein (1963:166-7):

> But when possibly a half dozen exceptions are made, it may be laid down as a rule that abbreviations are

taboo. This, of course, does not apply to abbreviations that are used commonly in ordinary writing - such abbreviations as those of titles like "Dr." and "Capt." when used before names, or of the names of states used after the names of towns as in "Trenton, N.J."

One reason for making abbreviations taboo is that they may be unintelligible to all except a small circle of initiates. Initial letter words are, however, quite frequent in HL. 9.4% of the headlines in T contained such nouns. The figure for DMi was 3.0%. Article usage with these nouns, when functioning as head words, in copy and in headline, is shown in Table 28.

In HL, 7 out of 59 initial letter words in which the article is part of the full name were preceded by it, i.e. only 11.9%.

Generally initial letter words of this type were used with the article when they occurred in copy except for a few which showed divided usage (BSC, CBI and LSE) and one which had no article (IPC). The omission of the definite article with initial letter words in CC may be explained as influence from HL.

Table 28 indicates that the following abbreviations were assumed to be familiar to the reader: TUC and EEC (which each occurred in its complete form in only one of the adjoined texts), BBC (its unabbreviated form only once partly explained), CEGB, IRA and Ml. It has been suggested (Foster 1970: 206) that the unexplained use of initials in the press should be a good indication of general interest in a particular subject, a fact which seems to be supported by most of the mentioned abbreviations. The following abbreviations were only found in headlines, not in the copy, where the complete form was used: NE, NUM, PHS, RUC, SDLP, SNP, UK, US, UVF.

Initial letter word in headline	Explanation of abbreviation in copy	Article usage in copy with initial letter words	
		the	no article
Aslef (1)*	the Associated Society of Locomotive Engineers and Firemen (1)**	+	
AUEW (2)	the Amalgamated Union of Engineering Workers (2)	+	
BBC (2)	the Corporation (1)	+	
the BBC (2)			
EEC (8)	the European Economic Community (1), the European Community (6), the Community (3)	+	
the EEC (2)			
IRA (7)	-	+	
Ml (1)	-	+	
the Ml (1)			
the PLP (1)	the Parliamentary Labour Party (1)	+	
QE (2)	the Queen Elizabeth (1)	+	
TUC (6)	the Trades Union Congress (1)	+	
the TUC (1)			
BSC (1)	the British Steel Corporation (1)	+	+
CBI (7)	the Confederation of British Industry (6)	+	+
LSE (1)	the London School of Economics (1)	+	+
BP (1)	British Petroleum (1)		+
GKN (1)	Guest Keen & Nettlefolds (1)		+
IPC (1)	the International Publishing Corporation (1)		+
CEGB (1)	-		
NE (1)	the North-east (1)		
NUM (4)	the National Union of Mineworkers (1)		
PHS (1)	Printing House Square (1)		
RUC (1)	the Royal Ulster Constabulary (1)		
SDLP (1)	the Social Democratic and Labour Party (1)		
SNP (1)	the Scottish National Party		
UK (2)	the United Kingdom (2)		
US (1)	the United States (1)		
UVF (1)	the Ulster Volunteer Force (1)		

Table 28 Article usage in headline and copy with initial letter words

* Number of occurrences in headlines given within brackets (column one)

** In column two figures within brackets indicate number of texts in which explanation of abbreviation was given

9. The verb

9.1 Zero auxiliary and zero copula

In chapter 5, verbal headlines were divided into six types, (a) Finite verbal headlines, (b) Verbal headlines with omitted auxiliary, (c) Non-finite verbal headlines, (d) SC_s-headlines, (e) SA-headlines, and (f) Coordinated verbal headlines. Type (a), finite verbal headlines, is the largest group in both papers: 61.9% of the verbal headlines in T and 81.0% of those in D!1i were such headlines (Table 1, 5.1.7). This means that the majority of the verbal headlines are not different from CC structures as far as the verb is concerned, either in the main clause, in the dependent clause functioning independently, or in the comment clause. In the remaining types of verbal headlines, the verb would generally become a CC structure by the addition of a form of the verb be.[41] Be would then function either as an auxiliary:

> Union seats
> on company
> boards
> ( ) proposed (T 30.5.74)

or as part of a semi-auxiliary:

> Report on
> trials ( ) to
> be published
> next week (T 14.5.74)

or as a copula or 'linking' verb (Quirk et al. 1972:820-1):

> Ministers ( ) ready
> to take action
> on military-style
> demonstrators (T 11.6.74)

Absence of the verb be has also been described in varieties of English other than HL. For example Labov (1969) found that no copular or auxiliary be occurs in certain environments in non-standard Negro English. Child language is another variety in which absence of this verb has been noted (for example by Bloom 1970 and Brown 1976). Many languages, such as Russian and Latin, do not have an equivalent of be in certain uses (Lyons 1968). Be functions as a 'dummy verb' which serves only as a carrier of temporal, aspectual and modal distinctions, i.e. as a carrier of a meaning which is often evident by the context in which it occurs.

Rules and advice on how to handle the verb be in HL have been given. Garst and Bernstein (1963:170) propound the following "To be rule":

> A part of the verb to be may not be omitted in a headline when it constitutes the principal verb in a clause.

The only exception to this rule quoted by Garst and Bernstein is the first of the following two headlines:

> ROBINSON ASSERTS
> COUNTRY SOUND
>
> COUNTRY SOUND,
> ROBINSON ASSERTS

According to Garst and Bernstein, the experienced copy editor instantly recognizes that the first headline is wrong while the second is correct, although he cannot say why this is so.[42] The rule set up - A part of the verb to be may not be omitted in a headline when it constitutes the principal verb in a clause, except in headlines of the latter type, - implies that all other headlines in which a zero form of be constitutes the principal verb, i.e. the copula, are wrong or unacceptable to the experienced copy editor.

Garst and Bernstein (1963:168) give the headline writer a free choice between an explicit form of be and zero auxiliary in

passive constructions. The headline may say either Banker is hurt or Banker hurt. A convincing reason for preferring the latter type is given by Evans (1974:27) who says that intelligible headlines are often much more emphatic without this verb. For instance, he regards Jones arrested as more urgent than Jones is arrested and Miners told to quit as better than Miners are told to quit.

Even when omission of be would leave the headline without a verb, i.e. when be functions as copula, Evans (1974:27) recommends that it be omitted. Evans gives the following structures as examples of headlines in which he considers the verb be clearly to be implied:

TOWN HALL ( )
IN DANGER

POLICE ( ) IN
GUN DRAMA

In the following cases, it would be the existential construction (there is/are) that has to be supplied:

( ) BITTER MOOD IN PANAMA
ELECTION

( ) TWO-STAGE PLAN FOR SAIGON
PEACE

( ) SHADOWS OVER PARIS TALKS

In the present study, the first two of these headlines have been analysed as SA-structures and the following three as nominal structures.[43]

The general view expressed in handbooks on headline writing seems to be that the verb be should be omitted in HL. Judging by the quotations in 3.1, not only the article but also the verb be are "universally" (Turner 1972:72) or at least "usually" (Arnold 1969:93) omitted. The extent to which this is true will be investigated below.

9.2 Frequency of the verb be

Table 29 shows the frequency with which a finite form of the verb be occurs, i.e. in main clauses, comment clauses, and in dependent clauses functioning independently, in finite verbal headlines of type (a) (5.1.1). It appears that the verb be occurs in a larger proportion of cases in the headlines of DMi (18.1%) than in those of T (11.2%).

	With be	Totals
T	68 (11.2%)	608
DMi	41 (18.1%)	226

Table 29 Frequency of type-a headlines with a finite form of be

However, it is only by comparing actual occurrences with the total number of actual + potential occurrences that the real extent of omission of be in HL can be stated (see Table 30).

	Be as auxiliary and part of auxiliary		Be as copula in SC_s- and SA-structures	
	T	DMi	T	DMi
Totals of potential + actual occurrence	343	40	63	42
Actual occurrence	57 (16.6%)	15 (37.5%)	11 (17.5%)	26 (61.9%)

Table 31 Actual occurrence of be as auxiliary and part of auxiliary, and as copula in SC_s- and SA-structures

	Be as part of semi-auxiliary		Be as auxiliary		Be as copula in SC_s-structures		Be as copula in SA-structures		Totals	
	T	DMi	T	DMi	T	DMi	T	DMi	T	DMi
Totals of potential + actual occurrence	91	5	252	35	33	15	30	27	406	82
Actual occurrence	3 (3.3%)	2 (40.0%)	54 (20.9%)	13 (37.1%)	8 (29.6%)	12 (80.0%)	3 (8.6%)	14 (51.9%)	68 (16.5%)	41 (50.0%)

Table 30 Actual occurrence of be as part of semi-auxiliary, as auxiliary, as copula in SC_s-structures and as copula in SA-structures

From Table 30 it appears that the verb be occurs in 16.5% and 50% of the instances in which it might have been used in T and DMi, respectively. The figures for DMi are higher than those obtained for T in all of the four different types. In both papers, be occurs in a higher proportion of cases in SC_s- than in SA-structures (29.6% and 8.6% in T as compared with 80% and 51.9% in DMi). In T, be as auxiliary is found more often than be as part of a semi-auxiliary, 20.9% vs. 3.3% of the cases. The use of be as auxiliary or semi-auxiliary and as copula is about equally frequent in T (16.6% vs. 17.5%) (Table 31). In DMi, be as copula is kept more often than as auxiliary or semi-auxiliary, 61.9% vs. 37.5% of all cases.

9.3 Factors conditioning the use of a finite verb

9.3.1 Typographic influence

Typographical restrictions on headlines can be shown to exert the same type of influence on the presence of be as on the article (cf 8.10). For example, in the headline below omission of is would make the first line 2 1/2 units shorter, thus leaving too much empty white space and destroying the balance between the first and the third line:

Officer is shot dead while photographing IRA parade

(T 15.4.74)

The pattern short-long-short-long in the following headline would have been broken with the copula present in the third line:

Mitterrand and Giscard challenges to Gaullists

(T 9.4.74)

9.3.2 Questions and independent wh-headlines

The verb in the verbal questions of the present corpus is always finite:

Who were the butchers of Ireland? (DMi 18.5.74)

Is it time to return
to the gold
standard?
(T 1.5.74)

Where did
all the
homes go?
(DMi 26.2.74)

The study of article usage in questions (Tables 23-24) also shows that article usage in these HL questions is not different from that of CC, i.e. questions are here formally the same in HL and CC.

However, questions with SV-word order (other than wh-questions) in which the verb form is non-finite and questions with no verb at all seem quite acceptable as headlines, for example: Smith ( ) to be next president? and New laws ( ) under discussion?

The verb is finite in independent wh-headlines:

WHAT THE MIRROR SAYS (DMi 9.5.74)

WHY
our
Soccer
stars are
in trouble
(DMi 4.6.74)

HOW THE
STRIKE
BEAT
FAULKNER
(DMi 29.5.74)

9.3.3 Direct speech quotations

There are no verbal direct speech quotations (8.12) in DMi in which forms of the verb be have been left out (i.e. of the verbal types b, d, e; cf 5.1.2, 5.1.4-5). In T, quotations in which a form of be might be added generally occur together with a comment clause (8/9 instances):

Royal commission ( ) to study
conflict of interests in
public life, Mr Wilson says
(T 30.4.74)

Constitution Act ( ) dead
duck, Mr Paisley says
(T 31.5.74)

Labour ( ) not out to
destroy private
industry, CBI told
by Mr Healey
(T 15.5.74)

The one exception was a type - a quotation:

'NUM ( ) already in business with Pay Board'
(T 15.2.74)

When a finite form of be occurs, the direct speech quotation is generally a question, a structure introduced by it or a structure in which a personal pronoun functions as subject. In these structures omitted be seems unacceptable.

1. Questions:

Now MP asks:
Why was he
freed from
Broadmoor?
(DMi 10.4.74)

2. Structures introduced by it:

It's terrible, says
a mortgage chief (DMi26.3.74)

3. Structures in which a personal pronoun functions as subject:

We are all
minorities
now, Liberal
leader says (T 7.3.74)

I WAS A SPY FOR THE YARD (DMi 17.4.74)

9.3.4 The relationship between the verb in the main clause and in the nominal or adverbial clause

There seems to exist an implicational relationship between zero forms and finite forms of the main verb in the main clause and the main verb in a following dependent nominal or adverbial clause (7.7.5-6). A finite verb in the main clause is not generally followed by a zero form of be in a dependent nominal or adverbial clause. On the other hand a zero form of the verb in the main clause is often followed by finite forms in the nominal or adverbial clause. The combinations of zero forms of be (Ø), finite forms of be (BE), and finite forms of any other verb (F) functioning as main verb in the main clause and in the nominal or adverbial clause are given in Table 32. As there were only 5 nominal and 4 adverbial clauses in the verbal headlines of DMi (see Table 12) it is not surprising that only 3 were among the structures described in Table 32.

	Main clause + nominal clause	Main clause + adverbial clause	Totals
Ø > Ø	1	1	2
Ø > BE	2	5	7
BE > Ø	-	-	-
Ø > F	1	13	14
BE > F	2	1	3
F > BE	11	6	17
F > Ø	2	-	2
Totals	19	26	45

Table 32 Zero forms, and finite forms of be or any other verb in the main clause and in the dependent nominal or adverbial clause

Ø > Ø

Woman ( ) held after paintings ( ) found (T 6.5.74)

Ø > BE

Swiss ( ) surprised
that measures
are not tougher (T 27.3.74)

Direct rule ( ) imposed on Ulster as Parliament is recalled (T 30.5.74)

Ø > F

Match ( ) stopped
when players
ignore referee (T 14.3.74)

Malta ( ) to be told Britain
may pull out troops (T 24.4.74)

SPURS'
RIOT/
200 ( ) hurt,
50 ( ) held
as fans
rampage (DMi 30.5.74)

BE > F

Boy aged nine is killed
as trench collapses (T 20.4.74)

F > BE

Ransom note offers five paintings
if prisoners are moved to Ulster (T 4.5.74)

Figures suggest inflationary pressure is easing
(T 14.5.74)

2 out of the 45 structures deviated, viz. the following:

F > Ø

Tory tells EEC Labour ( ) not to blame for crisis
(T 25.4.74)

Mr Heath
says Labour ( )
putting EEC
at risk (T 7.6.74)

The comparatively rare use of F > Ø may be one explanation of the unacceptability of the structure: Robinson asserts country sound (9.1).

9.4 Tense

The verb forms can be classified in terms of present tense

forms and past tense forms. Present tense forms include the present tense, the present perfect, and forms with present tense modals. Past tense forms include the past tense, the past perfect, and forms with past tense modals.[44] In CC the present tense normally refers to present time and past tense to past time. In HL, a present tense verb emphasises the urgency of the news expressed by the headline. It gives current relevance to an event which often may already have taken place.

Thus, even when an event has already taken place the present tense is generally preferred in HL to other verb forms such as for example the present perfect or the past tense, which would have been used in CC in similar instances (cf McClenon, in press). In spite of the present tense the reader knows by his familiarity with HL that the event has actually already occurred when he gets the news.[45] It places the reader in the middle of the action, which may give him a feeling of participation:

Kurds shoot 19 Iraqi
officers as reprisal (T 23.4.74)

Two Parliament
clerks resign (T 12.6.74)

Terrorists kill three
Rhodesian whites (T 19.2.74)

SAUNA WIFE LOSES
SEX CASE (DMi 6.3.74)

ENGLAND
CRASH
AGAIN
IN TEST (DMi 7.3.74)

In T, the present tense occurred in 90.1% of verbal headlines with present tense forms, and in 91.0% of those in DMi, but sometimes the present perfect rather than the present may seem to have been chosen for typographic reasons. In the two head-

lines below, the reason could have been a wish to fill out the columns:

Mr Wilson formed the new Labour Government. But he made this subject to agreement ignore them. The French want consultations to be ad hoc, and at ministerial level. As M Jobert ratified the Treaty of Accession

Continued on page 4, col 3

Britain has begun 'serious renegotiation'

From David Cross
Brussels, April 2

The Labour Government was not surprised by the reactions of its partners in the European it and I hope that Britain knows it too."

The comments of Mr Hattersley, who is one of the Labour Party's leading supporters of distribution of the advantages and disadvantages of Common Market membership."

On a more optimistic note, he said he believed that new and

(T 3.4.74)

Mr Powell has voted by post for Labour

(T 27.2.74)

There are two types of present tense headlines:
1. By the meaning of the verb itself or by the meaning added to the verb by the verbal context, i.e. the headline, it is obvious that the event has already taken place. Such headlines are:

Gunmen kill
fiftieth
RUC victim (T 17.4.74)

Bomb wrecks 50 cars in parking building at Heathrow terminal after telephone warning (T 20.5.74)

Portuguese expel bishop
from Mozambique (T 6.6.74)

Provisional IRA
man dies in
Parkhurst after
hunger strike (T 4.6.74)

Masked men seize Spanish
bank official in Paris (T 4.5.74)

MINERS
WIN
PAY BATTLE/
Strike is over: Now it's
back to work on Monday (DMi 7.3.74)

2. The event may be interpreted as still going on:

Danger grows of new war
between Syria and Israel (T 6.4.74)

Guerillas seek peace
talks compromise (T 3.6.74)

Ulster awaits general
strike in spite of
militants' backdown (T 20.5.74)

Migrant
amnesty
angers
Tories (DMi 13.4.74)

9.6% (T) and 7.0% (DMi) of the present tense forms contained a modal:

World plan will help
Italy boost reserves (T 13.6.74)

WHY LABOUR
MUST MOVE
FAST (DMi 5.3.74)

The present tense forms are not used when it is essential that an unambiguous past time reference is given. The following headlines express accusations which by the use of the past tense are shown not to be valid any longer. The integrity of the paper is kept by the use of the quotation marks:

UK 'broke
human
rights code'
over Asians (T 29.5.74)

Tories 'hid £900m state industries deficit'
(T 13.5.74)

Mr Heath
'gave
wrong facts
to House' (T 22.2.74)

Mr Maudling 'used influence to press Poulson project'
(T 7.5.74)

Junta 'refused to let Gaddafi rule' (T 8.4.74)

In the following headlines the statements would have been misleading, if the present tense had been used:

HOW I PLANNED THE
GREAT ESCAPE (DMi 28.3.74)

I WAS A SPY FOR THE YARD (DMi 17.4.74)

The use of the present tense is also blocked when used with certain time adverbials with past time reference like yesterday:

Why Charles RN
felt out of it
all yesterday (DMi 23.4.74)

In T 2.3% (22) and in DMi 9.7% (26) of the verbal headlines types (a), (b), (d) and (e) used past tense forms (Table 34).

Many headlines are, however, unmarked for tense. Type - b verbal headlines (see 5.1.2) are different from corresponding CC structures in having no finite form of be:

20 passengers ( )
trapped in
bus over river (T 7.6.74)

Women ( ) to be
held in
men's prison (T 20.3.74)

The semi-auxiliary is practically always Ø be + to.
Nor do SC_s and SA headlines (5.1.4-5) have a verb to indicate time:

Tories ( ) confident of
amending Finance Bill (T 10.5.74)

African
accord with
Mr Smith ( )
now in sight (T 16.5.74)

The distribution of Ø finite verb[46] is given in Table 33 as percentages of verbal headline of types (b), (d) and (e).

Type of construction	T	DMi
S + Ø be + participle	198 (57.7%)	22 (53.7%)
S + Ø be + to + infinitive	88 (25.7%)	3 (7.3%)
SC_s + SA	57 (16.6%)	16 (39.0%)
Totals	343	41

Table 33 Verbal headlines with unmarked tense forms

Comparing T and DMi as to the proportion of different types of verbal constructions in which no finite verb occurs, one finds that T has a higher proportion of Ø be + to + infinitive constructions (25.7%) than DMi (7.3%) whereas SC_s and SA constructions are more frequent in DMi (39.0%) than in T (16.6%). The difference between the papers as to their use of Ø be + participle constructions is comparatively small.

The distribution of present, past and unmarked tense forms in verbal headlines (types a, b, d and e) is given in Table 34.

Tense forms	T	DMi
Present	586 (61.6%)	200 (74.9%)
Past	22 (2.3%)	26 (9.7%)
Unmarked	343 (36.1%)	41 (15.4%)
Totals	951	267

Table 34 The distribution of present, past and unmarked tense forms in verbal headlines

Unmarked tense forms are more frequent in the verbal headlines in T than in DMi, 36.1% of type - a, - b, - d and - e verbal headlines in T vs. 15.4% of those in DMi. Correspondingly, there are more present and past tense forms in DMi: 74.9% and 9.7% vs. 61.6% and 2.3% in T.

9.5 Aspect

In HL, non-progressive forms (Quirk et al. 1972:92-7) are far more common than progressive forms. Only 15 instances of progressive form, or 1.6% of the verbal headlines types (a), (b), (d) and (e) were found in T and 7, or 2.6%, in DMi, for example:

Yard chiefs ( )
inquiring
into blasts at
barracks (T 27.3.74)

Prices ( ) increasing at fastest rate
since index was started in 1947 (T 16.2.74)

WHO
is wearing the
trendiest suit? (DMi 2.4.74)

WHAT THE
WELL-HEELED
PLAYBOY
IS WEARING (DMi 30.3.74)

The figures above may be compared with those given by Ota (1963:37-8) for present and past progressive forms taken together in radio material, television material and written material. They were 11.5%, 14.2% and 6.3%, respectively.

In DMi the verb ending in ing was in all cases preceded by a finite form of be. In T a finite form of be rather seemed to be the exception (only 2 out of the 15 instances). One reason for the low frequency of the progressive form may be its greater length compared with that of non-progressive forms. Possibly the generality achieved by the non-progressive form, suggesting unlimited rather than limited duration of the action or state, may be considered as another explanation of the preference for the latter form.

9.6 Voice

In the material used for the present study, 26.3% of the verbal headlines in T (types a, b, d, e), and 9.4% of those in DMi were passive constructions, for example:

Textile industry
jobs may
be affected (T 3.6.74)

Three Knights of the Garter ( ) named (T 24.4.74)

13.6% and 12% of these passive constructions in T and DMi, respectively, have an expressed by-agent, i.e. it is about equally frequent in the two papers. These figures are lower than the one obtained for 'agentful' passives in the corpus examined by Svartvik (1966:141), which was 20%:

Ringo and
Keith are
drummed
out by club

(DMi 1.4.74)

President of
Niger ( )
deposed by
Army coup

(T 16.4.74)

Passive constructions do not seem to be much liked by editors (see for example note 19). A reason for such an opinion is that "the passive voice breeds extra words, excess weight which exhausts the headline" (Evans 1974:28). In the following headlines the active versions would be several units shorter than the passive ones:

Minority
Government
formed
by Mrs Meir

(T 21.2.74)

(Active: Mrs Meir forms (has formed) minority government)

European leaders are shocked by the news

(T 3.4.74)

(Active: The news shocks European leaders)

The Queen to be
represented
by Prince Philip

(T 4.4.74)

(Active: Prince Philip to represent the Queen)

The passive voice is also considered as a less vivid construction, which is another reason for rejecting it.

Another important principle in headline writing may, however, overrule the use of active constructions, namely the principle of placing the most important news element first in the first line (cf Garst and Bernstein 1963:145-6). In the following headlines the referent of the subject is probably regarded as

more important, i.e. more likely to attract attention, than the referent of the agent which would have been subject in the corresponding active construction and then achieved a comparatively prominent position:

Duke kicked by
horse in
driving accident

(T 26.3.74)

(Active: Horse kicks duke in driving accident)

18% rise in
phone bills
proposed by
Post Office

(T 18.4.74)

(Active: Post Office proposes 18% rise in phone bills)

Protestant-Catholic school sharing
proposed by Ulster Minister

(T 1.5.74)

(Active: Ulster Minister proposes Protestant-Catholic school sharing)

By using the passive voice the editor may simply leave out the agent in the sentence. This often happens if it has little or no news value, i.e. it is either self-evident or viewed as not very interesting:

Rents of private
and council
homes frozen up
to 1975

(T 9.3.74)

Many Irish questioned
after police raids

(T 19.2.74)

Eggs hurled at
Mr Wilson

(T 20.2.74)

RUC man killed

(T 20.3.74)

Svartvik (1966:152-5) measures the frequency of passive clause

constructions per thousand words in different varieties of the language. The frequency ranges from 32 in one scientific text to 3 in the sample from television advertising, with an average of 11.3 for the whole corpus. To be able to compare the frequency of passive constructions in the variety of language used in verbal headlines with varieties accounted for in Svartvik (1966), the number of passive clause constructions in this type of headline was calculated per thousand words. The average number of words in each headline or deck was 7 in T and 5.35 in DMi (see 7.2). The total number of words was thus 6972 in T and 1562 in DMi. Calculated in this manner, the number of occurrences turned out to be 46.3 in T and 22.4 in DMi, i.e. passive constructions are comparatively frequent in HL. In view of the fact that passive constructions are little liked by editors, they are surprisingly often found in HL.

9.7 Verb-subject word order

A few headlines which have been analysed as verbal with omitted auxiliary (type b) differ from the majority of such headlines in having the subject preceded by the non-finite verb. For example:

JAILED,
THE
KINGS
OF GRAFT (DMi 27.4.74)

Cleared! The man
who spent nine
months in prison (DMi 5.6.74)

Cured.. the great
British itch (DMi 27.4.74)

This type of headline occurs in DMi whereas in T no such structures can be found. By placing the verb before the subject in statements of this type the editor, if he succeeds in his attempt, creates a feeling of suspense in the reader who asks who or what is cleared, jailed, cured etc. and continues his reading out of curiosity.[47]

9.8 Nominal or verbal headlines

In the literature on the language of headlines the opinion that headlines which are not verbal are bad headlines as they do not convey activity, life and colour, is shared with unusual unanimity by the authors (cf 5.5). Conon does not even regard them as proper headlines since, he says, they convey no news (1976:37, 40). However, the mere fact that a headline is verbal does not necessarily mean that the verb lends it activity, life and colour. There are, for example, many verbs which express a state rather than an action (see Quirk et al. 1972:93-7). The copula is only a dummy, or empty, verb which serves as a carrier, for example of tense. On the other hand, nominal headlines may often contain nouns, verbal nouns, or verbs which signify actions:

Attack by Tory after
Thorpe victory (T 1.3.74)

Warning of 'remoteness' in new councils (T 1.4.74)

Call to 41 African states to
boycott British sport (T 30.4.74)

Another formal means of expressing activity is, for instance, the exclamation mark which may express life and activity in headlines with no verb at all:

CHEERS! (DMi 17.5.74)

The essence of a headline's success lies in the reader's response to it rather than in its linguistic form. If a headline is vivid and graphic enough to attract the reader's attention and excite his curiosity, so that he continues to read the story below, that headline is a success.

It is not true that verbless headlines contain no news. As long as the headline contains facts or ideas the reader did not know or has not thought of before it conveys news: "All

matters of fact, which a man did not know before, are news to him" (Addison, The Spectator, 8.8.1712).

10. Summary

This study of headlinese in English (HL) has been based on a well-defined corpus and has made it possible to add new facts, to modify, verify and reject earlier beliefs and ideas about this much read, but little studied, variety of the language.

For example, omission of the article and the verb be has been noted in earlier descriptions of English headlines but generally no attempt has been made to establish the frequency of such omissions, nor to find factors other than typography to explain them. The present study aims to provide a general description of HL and a survey of differences between the headlines used by two very different types of newspapers, The Times (T) and the Daily Mirror (DMi). With the exception of Straumann's (1935) classification of headlines, which cannot easily be related to ordinary language, no comprehensive grammatical analysis is known to exist. It is to be hoped that the framework established here will prove useful also in the study of those areas of HL which have not been covered in this work, and that it will make further comparisons possible, both between varieties of HL (i.e. usage in different newspapers or different sections of one paper) and between HL and other varieties of the language (e.g. telegraphese and the language of advertising).

10.1 Headlinese and Common Core compared

A comparison between HL and the common core of the language (CC) shows that of the headlines or decks, about 17% in T and 35% in DMi do not differ from CC in terms of clause structure and determiner usage. The fact that more than every third headline or deck in DMi and more than every sixth in T is syntactically 'normal', i.e. do not belong to block language, contradicts the statement by Maurer (1972:39): "Die normale,

non-initial position or left out, thus giving a more prominent position to elements considered to have a greater news value than the actor.
(ii) The verb-subject word order, which seems restricted to HL (only DMi in this material), (see 9.7), suggests that this order is chosen when the meaning conveyed by the verb may awake more interest than the subject, which is therefore placed after the verb.
(iii) A colon in headlines, separating two free structures, may generally be interpreted as indicating that something follows which is only a more detailed description or explication of what precedes, i.e. comparatively less important and attention-rousing (see 5.4).

10.2 The Times and the Daily Mirror – a linguistic comparison

The linguistic differences between T and DMi are mainly quantitative, i.e. the same structures generally appear in both papers, but the frequency with which they are used is different. This indicates that there is a core grammar of English newspaper headlines. Occasionally, however, a linguistic feature is uniquely restricted to one of the two newspapers. One such feature is the exclamation mark. It appears frequently in DMi but is not found in the corpus from T (see 6.3-4). When asked about his attitude to the use of the exclamation mark, an editor of T expressed a wish that it might never be seen in a headline of that paper (E. MacHardy, personal communication). Furthermore, the adverbial headline (e.g. Up in smoke) is not to be found in the corpus of T, but it appears in DMi (see 5.3). Similarly, verb-subject word order (see 9.7) is exclusive to DMi (e.g. Jailed in disgrace..Jack Parnell, the drunken driver).

The most important quantitative differences between T and DMi are the following:
(a) The proportion of verbal to nominal headlines. Almost four out of five T headlines have a verb (present or implied) where-

as only about one-half of DMi headlines are verbal (see 5.5). However when the verbal headlines of DMi contain a verb, it is more often finite (i.e. conforming with CC-usage) than the verb in the verbal headlines of T (81.0% and 61.9%, respectively; see 5.1.7).
(b) The frequency of 'be' as a finite verb. As a finite verb, be is often omitted in T in cases where CC requires it: here the verb occurs in only 16.5% of all such instances. The corresponding figure for DMi is much higher: 50% (see 9.2).
(c) Passive constructions. These constructions (in which the actor need not be mentioned in the headline - if the agent is left out) are more common among the verbal headlines in T (26.3%) than in DMi (9.4%; see 9.6) (types a, b, d and e). DMi's more personal approach to its readers is also reflected in the comparatively high number of first person pronouns in this paper (see 8.12).
(d) Article usage. The definite and indefinite articles appear much more often than is generally stated. Turner (1972), for example, claims that it is almost universally omitted and Arnold (1969) says that only the slovenly headwriter will add an article for typographic reasons. The results of the present study do not support these assumptions: every second headline in DMi and every seventh in T contains an article (see 8.1). In comparison with article usage in CC, the ungrammatical zero article (e.g. in ( ) Thorpe case witness says ( ) gun he aimed had ( ) safety catch on) is much less frequent in DMi (22.0%) than in T (38.1%; see 8.8).
(e) Nominal headline types. Nominal headlines which are both pre- and post-modified are more than twice as frequent in T (52.6%) than in DMi (23.4%), whereas premodified nominal headlines are almost three times more common in DMi (32.3%) than in T (12.0%; see 5.2.6).
(f) Complexity. Both papers have an average of about seven words per headline (see 7.2), but if the number of words per deck (rather than per headline) are counted, T has about seven words per deck while DMi has only about five. The number of characters per word is also somewhat higher in T than in DMi. In terms of the number of clauses, the headlines of T have a somewhat higher degree of complexity than those of DMi. 29.2%

of the headlines of T and 21.0% of those in DMi contain more than one clause (see 7.8). In both papers, the majority of complex headlines is of the type main clause + dependent clause (71.1% in T and 54.7% in DMi: see 7.8). The second largest group contains more than one free structure (13.1% in T and 23.5% in DMi, respectively; see 7.8) (e.g. Before the big op he jokes: 'Wake me for a breakfast of bacon and beans'). In nominal headlines, the average number of postmodifying words is higher in T than in DMi, whereas the average number of premodifying words is about the same in both papers (see 7.9).
(g) Connotative headlines. Questions, commands and exclamations are much more common in DMi than in T (12.9% as compared with 0.8%; see 6.5). Independent wh-headlines are also mostly restricted to DMi (see 7.7.1). These types are all connotative, i.e. emphasizing a particular (sensational) aspect of the article instead of giving a neutral summary of it, as do most headlines in T.

The different readership approaches of The Times and the Daily Mirror are thus reflected in their headlines by linguistic differences as well as by content, typography and layout.

Notes

1. It may be of interest to note the number of printed words produced in Sweden during one year. Out of the total number of 3,200 million words, 2,500 million, i.e. almost 80%, occur in newspapers (Allén 1972). Each edition of The Times carries well over 100,000 editorial words (Facts about The Times 1971). This may be seen in relation to the number of words in a modern novel, which is usually between 60,000 and 80,000.
2. See for exampoe also Arnold (1969:93), Evans (1974:29), Halliday (1967:11) and Leech (1966:94-5).
3. The term 'block language' has later been used by Leech in two different senses. In (1963) he uses 'block language' in Straumann's sense. In (1966), however, the term is restricted to nominal groups functioning independently. No such restrictions are imposed on the term in the present study.
4. Word-groups which contain more than one kind of word-forms have their place determined by that word-form which comes last in the sequence of sections. Occasionally this principle is not followed, as for example in:

   Down With The Servians
   Trapped - Then Escaped
   County Cricket - But Only A Friendly
   Why You Must Vote To-Morrow

   These headlines have been classified in section 1 (common forms), 4 (d-forms), 6 (ly, er, (e)st-forms) and 7 (how, if, that and wh-particles), respectively, not in section 2 (s-forms) - the first headline - and in section 8 (punctuative and other typographical means) - the three following headlines - as could be expected. The same headline has also been given as an example in two different sections.

   When Does A Man Cease To Be 23?

   occurs in section 7 as well as in 8.
5. Cf Jespersen's criticism of Straumann's approach to headlinese: 'Straumann's book contains many clever remarks on block-language and language in general, but his careful analysis of headlines from purely formal points of view without regard to ordinary grammatical categories is not really of the slightest assistance in understanding either ordinary sentences or his special subject. We understand a headline more or less through our transposing it into ordinary language with its usual grammar. Straumann himself seems to admit this when on p 79 he applies the terms nexus and junction to headlines like "Steamer Sunk" (nexus) and "Sunk Steamer" (junction) or "Captain Russel" (junction) and "Russel Captain" (nexus)' (1949:416).

6. "Echte verblose Konstruktionen, in denen das Verb nicht ausgelassen, sondern einfach nicht gedacht, gesprochen order geschrieben wird, sind in den headlines der Tageszeitungen wenig, in den subheads etwas häufiger anzutreffen..." (Wächtler 1953:203).

7. The terminology and symbols used in Brisau's article are taken from Sinclair (1965).

8. "Discursive style, roughly speaking, represents the type of English prescribed by the traditional school grammar. It is found, for example, in the running text of newspaper articles, of scientific writings, and of legal documents" (Leech 1963:257).

9. By-lines, rocket heads, standing heads or subheads (see 4.4) were not included. These kinds of headlines are generally printed in a comparatively small type and do not dominate the page as do the headlines that have been studied here. With the exception of these types of headline all heads on the front page have been included in the corpus, i.e. also heads which have the accompanying text on a different page.

   With the exception of March 12 and 13, and May 11, all issues of The Times were studied during the period from February 12 to June 13. All issues of the Daily Mirror from February 13 to June 11 were included in the study.

10. Otto and Finney (1950:165-6) supply the following rules:

"ALL CAPITAL LETTERS

1. All letters except M, W and I count as 1 unit.
2. M and W count as 1 1/2 units.
3. I counts as 1/2 unit.
4. Spaces usually count as 1, but may vary from 1/2 to 1 1/2.
5. Double quotes, the dash, and the question mark count as 1 unit.
6. All other punctuation marks count as 1/2 unit.
7. Figures count 1 unit except 1, which counts 1/2 unit.

CAPITAL AND LOWER-CASE LETTERS

1. All lower-case letters except lower-case m, w, i, l, t, and in some styles of type j and f, count 1 unit each.
2. Lower-case m and w count 1 1/2 units each.
3. Lower-case i, l, t and in some styles of type j and f, count 1/2 unit each.
4. All capitals except M, W, I, and J, count 1 1/2 units each.
5. Capital M and W count 2 units each.
6. Capital I and J count 1 unit each."

11. Maurer (1972:69) shows in a table that, in his material from 1967, 85.2% of the headlines had on an average only one deck.

12. "Bald setzt sich unter den Zeitungsredaktoren die Erkentnis durch, dass sich grosse Auflagen nur mittels grosser Schlagzeilen aufbauen lassen. Die Headlines wachsen. Entfallen beim "Telegraph" 1927 erst 13 Prozent des Raumes der Hauptnachrichtenseite auf die Titel, so sind es zehn

Jahre später 25 Prozent. Beim "Express" steigert sich der Anteil der Überschriften im gleichen Zeitraum von 26 auf 38 Prozent, beim "Mirror" von 33 auf 40 Prozent. Sogar die "Times" macht diese Entwicklung mit; sie weitet den Überschriftenraum von 15 auf 19 Prozent aus und bleibt damit etwas hinter den übrigen Zeitungen zurück. Die "Times" vermag ihre Auflage in den dreissiger Jahren nur unbedeutend zu erhöhen" (Maurer 1972:57).

13. In 1966, 281,997 copies were sold, in 1967, 349,266 and in 1978 306,115 (Britain 1978, and Facts about The Times 1971:26).

14. Explanations of the symbols are given in the list of symbols, p 8.

15. A slant shows where one deck ends and another begins. If a headline consists of more than one deck, the deck under discussion has been underlined. If only a particular part of a headline or deck is relevant for the discussion, that part has been underlined when required.

16. Brisau (1969:37) analyses this type of headline, which he classifies as complex, as a nominal group in which the head is qualified by a non-finite predicator and a complement ($P^{to}C$). He gives the following example British girls to teach refugees.

17. Cf Kruisinga (1932:458-9) "The recent rise of the genitive with place-names in English, as in 'London's Water Supply', is mainly traceable to the headline".

18. For practical reasons, the form of the headlines is here not the same as in the newspapers.

19. These are the rules that are given at the headline writing course at The National Council for the Training of Journalists:

"1. Headline must 'sell' the story. Sub has only perhaps a fraction of a second to stop the reader's eye. Headline must be so good that the reader wants to read the story below. Sub is a salesman sellings NEWS.
2. Must tell the news. Headline should tell the essential point of the story - the news - crisply.
3. Be active. An active headline is one which tells of people doing things or saying things, rather than having things done to them or told to them. To be active a headline must contain a verb or the verb must be implied. Headlines without verbs usually become labels. (forms of verb 'to be' best omitted - i.e.: is, are. Headline carries more impact without them). Use present or future tense. This helps to keep headlines active. Newspaper is dealing with news, not history.
4. The heading must conform to the paper's style. It must also report the tone of the story.
5. Be objective. Attribute opinions. Don't make it appear that the newspaper is expressing the opinion of another.
6. Phrase line by line. You don't want a heading like this:

COUNCILLORS CALL FOR SEX

on one line with

on the next.

7. Avoid headline jargon. Use short, striking words but try to avoid overworked words - i.e.: bid, slash, rap, dash, quiz.
8. Must make sense. Headline must be capable of being read aloud.
9. Must fit. Unit count is more accurate than character count. Check that headline fits the type before it leaves you.
10. Rule for straplines (a line of smaller type over the main headline): write them last. Main deck must tell main point of story.
11. Avoid punctuation as far as possible. Quote marks often necessary. Heads should be written so that punctuation is unneccessary.
12. Be legally safe. Watch for double meanings, loaded words, innuendo. Above all the headline must be ACCURATE."

20. The spread of the word demo is probably due to its frequent use in HL, demonstration being a comparatively long and unwieldy word in headlines.

21. The speed with which headlines may be read with a minimum amount of error has been measured by English (1944) with regard to four different type faces used in headlines. He shows that Cheltenham bold, Bodoni bold and Tempo bold are superior to Karnak medium.

22. Contracted and hyphenated words were counted as one word.

23. A conspicuous difference between T and DMi is that the latter newspaper often refers to people by their Christian name or by their surname alone:

> Enoch says I've
> voted Labour (DMi 27.2.74)
>
> Libs tell
> Wilson:
> Cool it
> or else (DMi 11.3.74)

in contrast to T which gives both Christian name and surname or the surname preceded by a title, generally Mr:

> Enoch Powell: Why
> I did not fight
> the election (T 11.3.74)
>
> Mr Wilson rounds on
> 'muckraking' Tories (T 6.5.74)

24. Brisau found that less than 10% of the headlines of The Observer were complex (cf 2.5).

Even if no corresponding study of CC is known to exist, it can be assumed that complexity in terms of clauses is considerably higher in running texts than in HL. Cf for example Jörgensen 1973:11.

25. Sørensen (1958:149): "The grammarians who maintain that proper names take zero by no means appear to be of opinion

that 'Attlee' as in determinative contrast with 'an Attlee' and 'this Attlee', for instance. Why, then, do they say that proper names take zero? They have, as far as we can see, confused the notions of 'zero article' and 'non-article'. The consequences of this confusion, which is an error of conceptual analysis of the first order, have been destructive". Cf for example Christophersen (1939:59) and Jespersen (1949:438).

26. Proper nouns can be reclassified as common nouns. They then assume the same characteristics as common nouns in taking articles and the plural s. These formal characteristics then carry the same information as with common nouns. For example John owned a Vermeer but the Vermeer was stolen. Today the police found two Vermeers in a parking house (a Vermeer = 'a painting by Vermeer').

27. There may also be differences between languages as to how reality is perceived. For example, the word information is treated as an uncountable in English (much information, a piece of information) but either as a countable or an uncountable in Swedish (en information, flera informationer, mycket information). For further examples, see Quirk et al. (1972:130).

28. Just as the definite article, pronouns can be anaphoric, which means that they require an antecedent in the discourse. See also 7.10. The discourse referent may be linguistic, i.e. found either in the headline or in the adjoined text, as in the first two headlines below, or non-linguistic, i.e. found in a picture illustrating the article, as in the third headline below:

> George Best and Miss
> World a month ago..now
> she says he's a thief/
> NIGHT
> THEY MET (DMi 22.2.74)
>
> Pit peace plans/
> THEY
> BOTH
> SAY
> 'NO' (DMi 15.2.74)
>
> I WAS A SPY FOR THE YARD (DMi 17.4.74)

29. This has been referred to as PARTICULARIZATION of zero by Söderlind (1962:106).

30. Hornby (1954) uses the term 'determinatives'.

31. Longman Dictionary of Contemporary English (LDOCE; 1978) avoids the inconsistencies of the C/U distinction in Hornby's dictionary by labelling the nouns as they are used in specific contexts rather than predicting the usage of a noun by labelling it outside context as in Hornby. A consistent classification is then achieved but at the cost of the generality of Hornby's classification. Train in the expression by train is thus classified as U in LDOCE as it has zero article, but as C in Hornby since the word is generally used as such. In Hornby the expression by train is viewed as an idiom - train does not behave as a count-

able - but not in LDOCE, as zero article is normal with uncountable nouns.

32. Other formal indicators of quantity like for example little, a little, enough, would of course also have been possible to use in testing the acceptability of zero article.

33. Not unexpectedly, much immediately preceding a noun turned out to be more acceptable if it was negated by not, for example not much drop rather than much drop, not much breakthrough rather than much breakthrough.

34. Forty-five constructions from the headline material (of the type zero article + uncountable noun head, with or without premodification, + of-phrase) were tested. Supposing that the structures were part of an ordinary running text, the informants (7) had to decide if the article was necessary or not or if both zero article and definite article would be possible. The results of the test were very contradictory. Neither initial or non-initial position of zero article nor the type of noun head seemed to have any influence on their choice. Six of the informants agreed, however, that no article should be present when the noun head was premodified by a proper noun (Brussels neglect of British interests, Judge says Paul Foot naming of Mr Y seems deliberate contemt, Callaghan defence of rough diplomacy within EEC. Strict security of Geneva signing of the Golan pact, Derby day fear of Major IRA reprisals). The informants were generally fairly categorical in choosing articles. The number of instances in which both zero article and the were considered possible was comparatively low.

35. Quotation marks also have other functions beside enclosing 'exact' phrases uttered by a speaker. They may, for example, be used to imply that the item included is one of doubtful validity. This function is illustrated by the following headlines:

Nurse tells
of horror
when 'dead'
man moved (T 16.3.74)

'Evil' Janie Jones jailed for seven years (T 19.4.74)

They may also be used to facilitate comprehension (Evans 1974:100) showing which words belong together. For example in the first headline below, hush modifies money only, not money shock:

NIXON 'HUSH MONEY' SHOCK (DMi 1.5.74)

'BACK TO WORK' REVOLT AT COWLEY (DMi 1.5.74)

LABOUR 'SECRET MAFIA' STORM (DMi 10.5.74)

Quotation marks may also signal that the included item is used in a non-literal or special sense:

'Hurricane' thrown out in
snooker row (DMi 22.4.74)

'Last Tango'
makers for trial (T 22.5.74)

FEAR OF THE
'SLAVE KIDS'/
Bosses are
accused of
pay racket (DMi 16.4.74)

Mr Wilson decides not
to live 'above the shop' (T 8.3.74)

36. Within each headline, the noun phrases within brackets are understood to have the same referent.

37. This material consisted of headlines from 92 front pages of T and from 69 front pages of DMi, together 1547 headlines, from September to December 1973.

38. In the figure, art = the definite or indefinite articles in the first occurrence in the structure. In the second or third occurrence art = the definite or indefinite articles, some other determiner, or a pronoun or a proper noun in the genitive.

39. Söderlind (1962) finds that zero article with police is an alternative to the definite article, frequently used in for example newspapers and in material sent by teleprinter from newsagencies.

40. When no article is present, Evans (1974:100) suggests that quotes or hyphens be used in compounds to prevent confusion of nouns and verbs. He gives the following headlines as an example of such ambiguity:

POLICE STATE TAUNT BY HOGG IN ROW
ON SEIZED PASSPORT

which, with the proposed emendations, would be written: Police-state taunt by Hogg in row on seized passport or 'police state' taunt by Hogg in row on seized passport, the last alternative being the one preferred by Evans.

41. In a few SA-headlines (5) a verb expressing motion rather than the verb be can be assumed (5.1.5).

42. Garst and Bernstein give the following explanation, which is hardly linguistically viable, of the copy editor's judgment: Nouns following verbs like assert are normally in the objective case. But in the first headline, the noun country is not in the objective but in the nominative case. It is the subject of the clause that the country is sound, which clause is itself the object of asserts. As the noun is not in the case normally to be expected, this has to be indicated. That may be inserted but then, Garst and Bernstein write, "we run counter to an unfortunate circumstance because the conjunction [referring to that] may be mistaken for a definite article". Only one way remains: The verb be has to be used. Thus the first headline should read:

ROBINSON ASSERTS
COUNTRY IS SOUND

Why is the second headline correct? Garst and Bernstein find the answer simple: "In English the first noun men-

tioned in a sentence is, virtually without exception, in the nominative case. Reading this head, then, we would normally expect country to be in the nominative case, which it is, and therefore no further indication is necessary".

A factor probably contributing to the unacceptability of the first headline is the ambiguity of the word sound, which can be taken for a noun modified by country. Cf also 9.3.4.

43. By the application of Evans' analysis to the present material, all the headlines, with the exception of the adverbial headlines, would have been classified as verbal.

44. The verbal headlines have been classified according to the primary paradigm in Palmer (1974:31 and 33f).

45. For the same reason, time adverbials are rarely used in HL. Generally, time indications like this morning or last night in a headline would be to give superfluous information.

46. This figure includes five headlines in which a dynamic verb signifying motion, rather than the copula, may be inserted (5.1.5).

47. A similar effect may be achieved by the use of for example words like riddle and mystery in the headline, the disclosure of which the reader hopes to find in the article:

PLUS
FROST
RIDDLE (DMi 9.3.74)

PLUS
BOOTS
MYSTERY (DMi 9.3.74)

B 187860

SZTE Egyetemi Könyvtár SZEGED 5.

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